"GOLDEN DAWN"

A. P. WAXMAN
Editor

WARNER BROS. PICTURES, INC., 321 WEST 44th St., New York

HARRY LEE
Associate Editor

WHITE GIRL BRAVES JUNGLE TERRORS

Story on Page Three

DAWN, BRIDE OF THE GOD MULUNGHA, OFFERED AS SAVAGE SACRIFICE

Young British soldier discovers beautiful victim and risks his life in desperate battle.

Jealous native woman implicates whip-man in plot to steal girl.

Voo-doo rites – mystic chants – beat of tom-toms – weird jungle music – blend in tremendous technicolor spectacle.

GREATEST OF MUSICAL ROMANCES—IN VITAPHONE AND TECHNICOLOR

MODERNISTIC LOBBY CARDS

Window Card shown at left is typical of the gorgeously-colored modern lobby cards provided for the all technicolor Musical Romance "Golden Dawn"

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"Golden Dawn", Gorgeous Natural Color–Glorious Melody–Glamorous Romance–Gripping Melodrama!

Scene from "Golden Dawn"-A Warner Bros. Production

WALTER WOOLF—VIVIENNE SEGAL

Production No. 1—Cut or Mat

WARNER BROS. AND VITAPHONE 100% NATURAL COLOR, SINGING, TALKING, DANCING PICTURE IN TECHNICOLOR

"Golden Dawn"

WITH

Tom Allen	WALTER WOOLF
Dawn	VIVIENNE SEGAL
Shep Keyes	NOAH BEERY
Mooda	ALICE GENTLE
Pigeon	LUPINO LANE
Johanna	MARION BYRON
Blink	LEE MORAN
Hasmali	NIGEL DE BRULIER
Capt. Eric	OTTO MATIESON
Duke	DICK HENDERSON
Maid-in-Waiting	NINA QUARTARO
Piper	SOJIN
Sister Hedwig	JULANNE JOHNSTON
Napoli	NICK DE RUIZ
Col. Judson	EDWARD MARTINDEL

Time	1914-18
Place	*African Jungle*

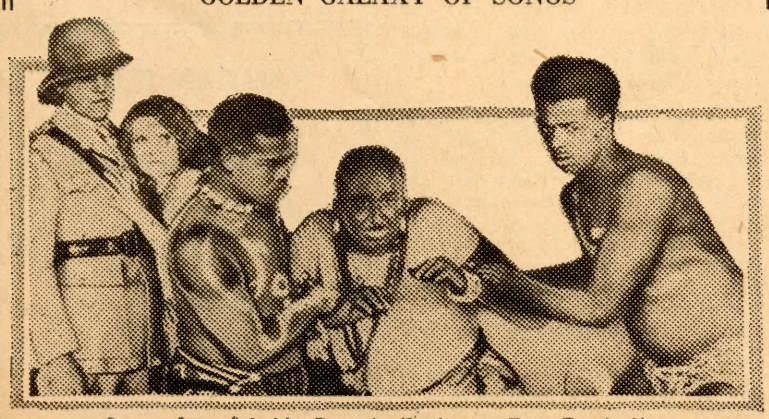
BASED ON THE MUSICAL PLAY BY
OTTO HARBACH
OSCAR HAMMERSTEIN, II

MUSIC BY
EMMERICH KALMAN
HUBERT STOTHART

SCREEN PLAY BY
WALTER ANTHONY

DIRECTED BY
RAY ENRIGHT

GOLDEN GALAXY OF SONGS



Scene from "Golden Dawn"-A Warner Bros. Production

Production No. 2—Cut or Mat

THE STORY

The story concerns the love of Dawn, a young white girl who has been kidnaped in infancy and adopted into an African tribe, and Tom Allen, an English rubber planter, who is a prisoner of war of the Germans in Africa.

Dawn has no suspicion of the white blood in her veins. She has been reared by Mooda, an African woman who operates a canteen in the German cantonment. Mooda explains her light color as a throwback to some Arab ancestor. Although Dawn assimilates the white culture Mooda seeks to hold her to the traditions of the tribe, and she is selected as the virgin bride of the tribal god Mulunghu.

Shep Keyes, who has come to Africa and joined the German native troops, sees Dawn and covets her. Shep has usually had his own way with things he desired. He realizes, however, he cannot take possession of Dawn in the face of the tribe which is wedding her to its god. On the eve of that ceremony he follows her to the jungle, where she is to perform purification rites and sees her meet Tom and overhears their confession of love.

Tom, who has been held a prisoner by the Germans, is about to be exchanged to England. He pleads with the German commander to let him remain. The latter, seeking to do the Englishman a kindness, insists on sending him home.

Dawn is made a priestess-wife of the tribal god. The English win back the territory from the Germans. A dry spell grips the country. Shep Keyes tells the natives it is because Dawn loves an Englishman, not the god to whom she is wedded. He seeks to arouse the tribe against her, believing that if it casts her out he will be able to seize her.

Tom Returns to Africa

With the return of the British to power Tom comes back to Africa. He has been brooding over the strange beauty of Dawn and is convinced that she is not a native.

He is present when Mooda encounters a broken white trader. Mooda recognizes in the old man the white man who won her heart many years before, and then married a woman of his own race. Seeking to awake memories in him she taunts him with the fact that she stole from him his child. And Tom now knows the secret of Dawn's parentage.

He returns to the jungle, seeking Dawn. Shep Keyes has aroused the natives against her, but Dawn, instead of fleeing with him, has found refuge in a convent. Shep arouses the natives to an attempt to seize her. Dawn declares her faith in the white man's God, and in a scene of dramatic power manages to free herself forever from the menace of Shep Keyes, just as a thunderstorm breaks and brings relief to the parched country. She is offered a chance to go to England to be educated—but at that moment Tom arrives and claims her for his bride.

Barbaric Splendor of "Golden Dawn" in all Color Singing Film

Fire and water each have distinctive voices and both are faithfully recorded for the screen in "Golden Dawn," the Warner Brothers Vitaphone-Technicolor operetta, to be shown at the ..... Theatre ..... next.

The burning of a sacrificial pyre and the sudden fall of rain that follows, extinguishing the blaze, is one of the most spectacular scenes in a highly dramatic and picturesque musical romance. These sequences offered difficulties for the technical department handling the Vitaphone recording but they were worked out carefully in detail and every sound preserved to heighten the effect.

Walter Woolf, Vivienne Segal, Noah Beery and Alice Gentle head the all-star cast of "Golden Dawn." Ray Enright directed. Several new songs have been added.

Vivienne Segal, featured in "Golden Dawn"-A Warner Bros. Production

VIVIENNE SEGAL AS GOLDEN "DAWN"

Production No. 3—Cut or Mat

"Golden Dawn," Phenomenal Hit Of Stage, Comes in Natural Color, Singing Screen Version

Walter Woolf and Vivienne Segal sing leads in Glamorous Operetta to be Seen at the ..... Theatre, on ..... Next

All the riot of mad color and mysterious sound of the African jungle has been captured by Vitaphone in the Technicolor version of "Golden Dawn," Warner Brothers feature picture, which comes to the ..... Theatre ..... next.

For the first time a highly successful stage operetta with a cast that no stage production could afford to offer, has been transferred to the screen in full color and musical accompaniment. The great advantages of the camera over the theatre have been used to give additional dramatic force and spectacular grandeur to the original production.

"Golden Dawn," which is the story of a white girl held captive in savage Africa, was admirably suited for adaptation. Walter Woolf, famous New York stage star, heads a cast that includes Vivienne Segal, Noah Beery, Alice Gentle, Lupino Lane, Marion Byron, Lee Moran, Nigel de Brulier, Otto Matieson, Dick Henderson, Nina Quartaro, Sojin, Julanne Johnston, Nick de Ruiz and Edward Martindel.

The original stage score, famous for its lovely melodies and stirring choruses, has been preserved almost intact with many additional songs. Otto Harbach and Oscar Hammerstein, II did book and lyrics, music by Emmerich Kalman and Hubert Stothart. Walter Anthony did the screen play. Ray Enright directed "Golden Dawn." The location was a great made-to-order jungle on the Warner ranch not far from busy Hollywood

"GOLDEN DAWN" ADVANCES

LEMON BRINGS LUCK

Walter Woolf, singing the leading role in "Golden Dawn," the Hammerstein operetta which Warner Brothers present as an all natural color, Vitaphone feature picture ..... next at the ..... Theatre, did not reach is present popularity without hard work. His experiences with road shows, one night stands and kerosene circuits culminated one night in the town of Lemon, South Dakota, where he and his partner stretched their one vaudeville act into a full evening's entertainment, and to get the crowd, gave the show free in a local dance hall.

MAKEUP MEN TAXED

The largest staff of makeup experts ever employed on one Warner Brothers picture was used regularly during the weeks that "Golden Dawn," the all-color, Vitaphone operetta which comes to the .... Theatre ..... next, was in production. Several hundred extras, playing the parts of African savages with mutilated noses, lips, ears and grotesquely tattooed bodies, had to be ready for work every morning by nine o'clock. This "Golden Dawn" order taxed the studio makeup department to capacity.

BEERY'S BAD MEN

When Noah Beery goes savage, he goes savage all over. The plot of "Golden Dawn," in which the noted actor is playing now for Warner Brothers, makes his character a cross between an African savage and a Portugese slave driver. He shaved his head completely, blacked himself all over, and not even his best friend would speak to him without an introduction. "Golden Dawn," natural color musical romance featuring Walter Woolf and Vivienne Segal comes to the ..... Theatre ..... next.

"GOLDEN DAWN" BABEL

Half a dozen languages reach the ear at once in some of the waterfront dive scenes of "Golden Dawn," the Technicolor and Vitaphone operetta, produced by Warner Brothers which is to be seen at the ..... Theatre ..... next. The extras used for these sequences were chosen from all colors and climes and in the mob scenes they were all told to use their native languages. The result is a jargon worthy of babel.

CHOIR TO BROADWAY

Walter Woolf, the New York stage star who makes his first screen appearance as the singing lead in Warner Brothers Vitaphone and Technicolor operetta, "Golden Dawn," to be seen at the ..... Theatre ..... next, made his first public appearance in a choir in a church in Salt Lake City. It was so extremely hot in the choir loft that the young man keeled over. He says that the first time he saw his name in lights on Broadway as the star of a production he almost repeated the choir-loft performance.

"GOLDEN DAWN" STAR

Walter Woolf, New York stage star who has played many leading roles in successful operettas, return to the stage as soon as he completed Warner Bros. all natural color, Vitaphone version of "Golden Dawn," to be seen at the Theatre ..... next. This year his New York Company is being sent by the Shuberts to tour the West Coast.

"GOLDEN DAWN" TRIUMPHANT AS NATURAL COLOR SINGING ROMANCE OF THE JUNGLE

Coming to the ..... Theatre Next .....

"Golden Dawn," Warner Bros. and Vitaphone natural color, musical romance comes to the ..... Theatre ..... next. This brilliant screen version of one of the phenomenal successes of the stage marks a new advance in screen color and sound reproduction.

The musical play was first produced in October, 1927, by Arthur Hammerstein as the inaugural attraction of the theatre bearing his name in New York. It played there for a full season and was then sent on a tour that included most of the larger cities of the country.

"Golden Dawn" is a sweeping and pretentious piece like "Rose Marie." Incidentally, the book and lyrics are by Otto Harbach and Oscar Hammerstein II, who also wrote "Rose Marie," while the music is by Herbert Stothart, who collaborated on the score of "Rose Marie" and "Song of the Flame," and Emmerich Kalman composer of "Sari" and "Miss Springtime."

At the time of its production, New York critics observed that the music might be too good for the regular run of theatre-goers who like jazz in their theatrical amusement; but this was quickly disproved by the large audiences which flocked to see "Golden Dawn." Nearly every other line is a song cue. The music is accompanied by barbaric scenic pictures; by a strong romantic story, and a succession of characters well marked, and interesting or amusing.

The scenes are in Africa during wartime and through its jungles and outposts there moves a crowd of English, American and German soldiers, native girls, worshippers of strange gods, good Christians, and devotees of Venus.

Grant Clarke and Harry Akst of the Warner Bros. staff have written four additional songs for "Golden Dawn." Walter Woolf and Vivienne Segal sing the leads. Alice Gentle, Noah Beery, Lupino Lane, Marion Byron, Lee Moran, Nigel de Brulier, Sojin and many others are in the cast. The screen play is by Walter Anthony. Ray Enright directed.

CLARKE AND AKST WRITE FOUR NEW SONG HITS

"My Heart's Love Call"
Sung by Walter Woolf

"Africa Smiles No More"
Sung by Alice Gentle

"Mooda's Song"
Sung by Alice Gentle
Vivienne Segal

"In a Jungle Bungalow"
Sung by Lupino Lane

"GOLDEN DAWN" HAS FAMOUS JAP IN CAST

Sojin, who owns one of the most infamous faces in motion pictures and whose oriental villainy has gained him a world wide reputation as a character actor, is a member of the cast of "Golden Dawn," the Hammerstein operetta which Warner Brothers present ..... next at the ..... Theatre as a Vitaphone picture in natural color.

Walter Woolf, New York stage star, sings the leading role with Vivienne Segal, Noah Beery and Alice Gentle sharing honors in the same cast. Others who play important parts in "Golden Dawn" are Lupino Lane, Lee Moran, Nigel de Brulier, Dick Henderson, Nina Quartaro, Marion Byron and Otto Matieson. Walter Anthony did the screen play. Ray Enright directed. Many melodious songs are heard in the great musical romance of the African jungle.

NIGEL DE BRULIER – NOAH BEERY – VIVIENNE SEGAL

Scene from "Golden Dawn" - A Warner Bros. Production

HASMALI WOULD THROTTLE THE WHIP MAN

Production No. 4—Cut or Mat

Alice Gentle as "Mooda"

Scene from "Golden Dawn" - A Warner Bros. Production

Mooda keeps secret of Dawn's birth, while the habitues of Seng Lee's dive sense the sinister power of her hate.

Production No. 5—Cut or Mat

Walter Woolf, Light Opera Star, Comes in Natural Color Song Version of "Golden Dawn"

Comes to ..... Theatre ..... Next

Walter Woolf, the distinguished light opera star who recently finished a long season at the Shubert Theatre, New York, in the operetta "The Red Robe" will be seen at the ..... Theatre ..... next in Warner Bros. latest 100% natural color, musical romance, "Golden Dawn."

"Golden Dawn" was one of the most successful light operas of recent years. Otto Harbach and Oscar Hammerstein, II, the latter recently signed by Warner Bros., to write exclusively for their screen productions—wrote the book, while Emmerich Kalman and Herbert Stothart composed the music. The score is rendered in the Vitaphone production by the Vitaphone Symphony Orchestra.

Among the musical comedies and operettas in which Mr. Woolf has been heard on Broadway are "Countess Maritza," "Artists and Models," "The Dream Girl," "The Last Waltz," "The Lady in Ermine" and the revival of "Floradora."

"Golden Dawn" includes in its tremendous cast Vivienne Segal, Noah Beery, Alice Gentle, Lupino Lane, Marion Byron, Lee Moran, Nigel de Brulier, Otto Matieson, Dick Henderson, Nina Quartaro, Sojin, Julanne Johnston, Nick de Ruiz and Edward Martindel. The screen play is by Walter Anthony. Ray Enright directed. Several new songs have been added to the already rich score by Grant Clarke and Harry Akst.

4 New "Golden Dawn" Songs Heard In Gala Technicolor Version

Four new songs have been added to the original stage score of "Golden Dawn" which Warner Brothers present ..... next at the ..... Theatre as a Vitaphone Technicolor operetta. Most of the original score has been preserved and the added music is provided to balance the importance of several roles carried by famous singers.

Grant Clarke and Harry Akst are responsible for the new songs which have been named: "My Heart's Love Call," "Africa Smiles No More," "Mooda's Song" and "In a Jungle Bungalow." The first is sung by Walter Woolf, the second by Alice Gentle, the third is a duet for Miss Gentle and Vivienne Segal and the fourth a comedy number for Lupino Lane.

The original play and lyrics were written by Otto Harbach and Oscar Hammerstein, II and the original music by Emmerich Kalmann and Hubert Stothart. Very little of this has been discarded but it was desired to give the four artists additional songs for the picture. Noah Beery as Shep Keyes, the whip-man has the most famous song of the operetta,—"The Whip Song."

"Golden Dawn" was directed by Ray Enright. The location was the special "jungle" constructed near the Los Angeles river bottoms on the Warner ranch.

"GOLDEN DAWN"

Clothing the palpable
And familiar
With golden
Exhalations
Of the dawn—

—COLERIDGE

WOOLF FORTUNES BOOSTED BY THE SAWDUST TRAIL

Walter Woolf, who sings the leading role in "Golden Dawn," the Warner Brothers and Vitaphone, natural color version of the famous Hammerstein operetta, now at the .... Theatre, did not reach Broadway by one lucky leap.

Years of hard work and discouragement preceded his final success, years spent with road shows, one stands, kerosene circuits and two four-a-day shows.

Woolf declares that the lowest ebb of his theatrical fortunes was reached at Lemon, South Dakota. The opera house in a neighboring town in which the show had been billed burned to the ground one day before the performance and Woolf and his partner were switched to Lemon to play in a small movie house.

They were advised that it was necessary to stretch one vaudeville act to three acts which they proceeded to do. Then because the house did not fill up in a way to suit the manager, he took his act to the sawdust floor of the local saloon and asked them to give a free performance to advertise it. They did that too.

That experience seemed to be the turning point in his career, according to Woolf and a few years later he saw his name in the coveted Broadway lights.

ADVERTISEMENT

A Dramatic Symphony of Glorious Entertainment
WARNER BROS. present
Golden Dawn
with
WALTER WOOLF — VIVIENNE SEGAL — ALICE GENTLE—NOAH BEERY—LUPINO LANE
All the magnificent elements of tense drama, thrilling mystery, spectacular backgrounds woven into a powerful story with the golden tones of world famous singers blending into one superlative entertainment unit. All Technicolor.
A WARNER BROS. & VITAPHONE NATURAL COLOR PICTURE

1-Col. Ad—Style VA—Cut or Mat

(Biography)

WALTER WOOLF OF "GOLDEN DAWN," A SAN FRANCISCAN

Walter Woolf, light opera star plays the leading role in "Golden Dawn," Warner Brothers Vitaphone and Technicolor version of the stage operetta of the same name, which is now showing at the ..... Theatre.

Woolf was born in San Francisco and educated in Salt Lake City. He started in his chosen profession from the latter place, his objective being Broadway. The way between proved like the proverbial road to Dublin. Several seasons with vaudeville troupes, with one night stands along kerosene circuits passed before he found himself actually in New York with a Shubert contract to sing in "The Passing Show of 1920."

Walter Woolf
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Then followed increasingly important roles in "The Last Waltz," "The Lady in Ermine," "Dream Girl," "Countess Maritza," "Artists and Models," the revival of "Floradora" and finally "The Red Robe." He was singing the leading role in the last named production when Warner Brothers, who had just acquired the rights to "Golden Dawn," an outstanding stage success, approached him with an offer to sing the lead in a Vitaphone Technicolor screen version of the show. He spent the summer vacation in making "Golden Dawn." Mr. Woolf is over six feet tall. He rides, plays golf and tennis and is a collector of first editions.

(Biography)

Noah Beery, Whip Man In All Color Song Film, Jungle "Golden Dawn"

Noah Beery plays the part of a whip-man in "Golden Dawn," Warner Bros. latest 100% talking, singing, jungle romance in Technicolor now at the ..... Theatre. It is one of the many parts of this kind he has attempted but the dean of screen villains proves to be more than equal to the task.

Born in Kansas City, Mr. Beery has had an exciting career. He had travelled with circuses, road shows, and toured in vaudeville before reaching Hollywood where he was at once in demand as a screen bad man.

Possessing a great sense of humor as well as a kindly disposition—he for once welcomed the opportunity to change his unusual type of character by playing the part of Jed Parker in "Under a Texas Moon."

Beery has played some famous roles in pictures and few screen actors receive a larger salary or are in such constant demand. Perhaps he is best remembered in "Noah's Ark," "Beau Geste," "Two Lovers," "Godless Girl," "Killer," "Four Feathers," "Careers," and "Under a Texas Moon."

Noah Beery lives in Hollywood but has his famous "Noah Beery Paradise Club" in the mountains where he can be found generally between pictures. He is a great sportsman, and loves to hunt and fish. He is a large man, standing six feet, one-half inch and weighing two hundred twenty-eight pounds. He is married and has one son, now nearly grown.

The part of Shep Keyes, half breed whip-man, in the domains of the jungle god Mulungha, sinister guardian of the prisoned white girl, is startlingly realistic.

'Golden Dawn' Funny Man Must Open Mouth For Songs, But Not Throat

Lee Moran is well known as a talking screen comedian but his talents apparently do not extend to the realm of music. A sample recording of a chorus scene from "Golden Dawn," all color operetta now at the ..... Theatre, in which Moran plays a part includes some notes that the musical conductor of the Vitaphone orchestra, considered off key. "Did you sing?" he asked Moran. Moran admitted he had helped out with the general ensemble and chorus. The director smiled grimly. We'll try it again," he said, "you make your mouth go Moran, but keep your throat shut."

Scene from "Golden Dawn"—A Warner Bros. Production
Production No. 6—Cut or Mat

(Biography)

Alice Gentle Plays Mooda In Brilliant Natural Color Screening of "Golden Dawn"

Alice Gentle, one of the world's most gifted dramatic sopranos, was born in Chattsworth, Illinois and was educated in Seattle, Washington, leaving school for New York, where she became a chorus girl under Oscar Hammerstein in the Manhattan Grand Opera Company.

Her first great success came in 1915 in San Francisco where her interpretation of Carmen and other highly dramatic operatic roles won her international attention. She went from there to Italy as first soprano at La Scala in Milano, one of the greatest honors that can befall a singer.

Alice Gentle
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Cut or Mat
Order Separately

Next she was called to the Metropolitan Opera Company and from that time on she has been constantly before the public, first with one famous company and then another.

For a time she deserted opera to play Shakespearean roles. Her Lady Macbeth led critics to acclaim her as a truly great tragedienne.

Determined to explore all phases of her profession she appeared in concert, toured in opera with Scotti and took a fling at musical comedy.

Warner Brothers were the first to realize that Miss Gentle's amazing combination of abilities would be immensely valuable to the singing screen. "Golden Dawn," the current attraction at the ..... Theatre, is her first picture. She sings the melo-dramatic role of Mooda, sinister foster mother of "Dawn."

Miss Gentle is married and lives in Hollywood. Her hobby is cooking, her diversion motoring and camping out. Her ambition is to do one of her great operatic role on the singing screen. She was so enthusiastic over her work in "Golden Dawn" that she signed a long term contract with Warner Brothers immediately after its completion.

Songs Hits
"Dawn"
"We Two"
"Africa Smiles No More"
"Jungle Bungalow"
GOLDEN DAWN
Vivid romance, tense drama, golden melody interpreted with rare artistry by the greatest galaxy of vocal talent ever assembled on stage or screen. Magnificent backgrounds drawn in gorgeous Technicolor hues heighten the realism and fascination of this Musical Drama of the African Jungle. A tremendous cast includes Walter Woolf, Vivienne Segal, Alice Gentle, Noah Beery, Lupino Lane and hundreds of others. An epochal production you will want to see and hear.
A WARNER BROS. & VITAPHONE NATURAL COLOR PICTURE

Two Column Ad—Style VB—Cut or Mat

"When tom-toms thud
In the dark jungle
And golden dawn
Delays—"

(Biography)

DAYTON OHIO GIRL PLAYS CHARMER IN "GOLDEN DAWN"

Marion Byron, who charmingly plays the part of Johanna in "Golden Dawn," the Warner Bros. all-color, singing, talking, dancing picture in technicolor, now at the ..... Theatre, was born in Dayton, Ohio. She was edueated in her home town and in the public schools of Denver and Detroit.

Marion Byron

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Her first stage experience was in 1925 in "The Patsy" under Louis O. MacLoon. She played lead in a number of Los Angeles productions, among them being "Tip-toes," "Cradle Snatchers" and the "Hollywood Music Box Revue."

Her picture career began with M-G-M as lead for Buster Keaton in "Steamboat Bill." She was also in the Hal Roach comedies. Other pictures were "His Captive Woman," "Broadway Babies," "So Long, Letty" and "Song of the West."

Miss Byron is affectionately known as "Peanuts" on account of her diminutive size. Her height is four feet eleven inches and her weight eighty-seven pounds. She has dark hair and blue eyes. Her two hobbies are bridge and dancing.

(Biography)

Droll Dick Henderson One of Comedy Trio In Gala "Golden Dawn"

Dick Henderson, the rotund and monocled English comedian, makes his talking picture bow in Warner Bros. natural color, singing romance of the jungle country, now showing at the ..... Theatre.

Henderson has enjoyed an ever increasing popularity in his native country and her possessions, since the world war. His unique brand of humor makes him as distinctive in his way as Chaplin in his. Praises sung in his honor, sweeping all England, finally reached Buckingham Palace and the king and queen commanded him to do his antics before them. His performance was an unqualified success—the royal couple was much amused. Mr. Henderson is cast as the Duke in "Golden Dawn."

"Golden Dawn" All-Color Song Film Packs 'Em in

Record crowds are attending each performance of "Golden Dawn," the Warner Bros. all color, singing musical romance, at the ..... Theatre. Walter Woolf and Vivienne Segal head the tremendous cast. Alice Gentle, Noah Beery, Lupino Lane and Marion Byron are also in the cast. Ray Enright directed.

Beery Cracks Wicked Whip in "Golden Dawn"

Noah Beery, who cracks a wicked whip in "Golden Dawn," the Warner Brothers Vitaphone Technicolor feature picture now at the ..... Theatre, spent two months practicing before he became an expert as he thought necessary for the part. By that time Beery could cut a playing card in two at a distance of sixteen feet.

Walter Woolf, who plays lead in the same production, learned to crack a whip expertly some years ago on the top of a New York skyscraper when the feat was required of him in another stage production.

Others in the superb cast of "Golden Dawn" are Vivienne Segal, Alice Gentle, Lupino Lane, Marion Byron, Ed Martindel, Lee Moran, Nigel de Brulier, Nina Quartaro and Sojin. Ray Enright directed.

VIVIENNE SEGAL TRIUMPHS AS LEAD IN "GOLDEN DAWN"

Brilliant Singer Follows New York Stage Success in Musical All-Color Version of "Golden Dawn"

Vivienne Segal, who plays the lead in "Golden Dawn," the Warner Bros. all-color, singing, talking, dancing Vitaphone picture in Technicolor now at the ..... Theatre, has the record of having been the youngest girl to sing the role of "Carmen." She sang it at the age of sixteen in Philadelphia, in a semi-professional performance of this opera. Miss Segal has never taken singing singing lessons in her life, and was in the Academy of the Sisters of Mercy at the time.

Vivienne Segal

Stock N-157
Cut or Mat
Order Separately

"Carmen," one of the most difficult roles in grand opera, required a tremendous amount of study on account of the number of the songs and the wide voice range, but her work in the part immediately won her a contract with the Shuberts to sing the lead in "Blue Paradise."

Miss Segal was the bright particular star of the original "Desert Song" company, and has just created the leading role in the long run of Ziegfeld's "Three Musketeers," one of the most beautiful and novel stage productions of the New York season.

Although Miss Segal's voice and beauty are well known to theatregoers, she was first heard in talking pictures in "Song of the West." She was born in Philadelphia.

VIVIENNE SEGAL

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Cut or Mat—Order Separately

DICK HENDERSON – MARION BYRON

Scene from "Golden Dawn"-A Warner Bros. Production

JOHANNA GIVES THE "DUKE" THE ONCE OVER forgetful of the voodoo chants and tom-tom thud.

Production No. 7—Cut or Mat

(Biography)

"Golden Dawn," Hoosier Director's Most Notable Achievement

Ray Enright, who directed Warner Bros.' latest all-color, singing, dancing Vitaphone picture, "Golden Dawn," now at the ..... Theatre, was born in Anderson, Indiana.

He was educated in Los Angeles and worked for a while on the Times.

His first picture work was as cutter on the earlier Chaplin pictures. He was with Mack Sennett for seven years, serving in addition as "gag-man" and becoming editor-in-chief of all comedies.

Mr. Enright served with the A.E.F. in France and on his return did editorial work for Ince, later coming to Warner Bros. as cutter.

In addition to great practical ability, Mr. Enright has a gift for making friends, an asset quite as useful in the talkies as elsewhere.

Ray Enright

Stock S-117
Cut or Mat
Order Separately

He was chosen to direct Rin-Tin-Tin in Tracked by the Police." His signal success in that picture obtained for him the direction of "Jaws of Steel," and the handling of the megaphone for the underworld melodrama, "The Girl from Chicago," with Conrad Nagel and Myrna Loy. His next picture was "Domestic Troubles." This was followed by "The Little Wildcat," "Land of the Silver Fox," "Stolen Kisses," "Kid Gloves," "Skin Deep" and "Song of the West."

His work in the trying direction of the spectacular musical romance of the African jungles is his supreme achievement to date. He has brought out every possibility of character and situation. The weird never-ending thud of the tom-tom, the savage voodoo rites, the scenes of flame and flood—all in natural color reach a climax of dynamic power and beauty.

Anderson, Indiana Man

Indiana has produced many geniuses of the artistic world but none has been more consummate in his especial work than Ray Enright who directed "Golden Dawn" the Warner Bros. and Vitaphone all color musical romance, now at the ..... Theatre.

(Biography)

Lupino Lane, London Pantomimist Sings and Plays in "Golden Dawn"

Lupino Lane belongs to the world's oldest family of pantomimists, a family that has amused many generations of English theatregoers. He is the first of the famous family to enter pictures and he has become one of the screen's most popular comedians.

In "Golden Dawn," the current Warner Brothers Vitaphone and Technicolor operetta, playing at the ..... Theatre, Lane has the principal comedy role as one of the trio of laugh provokers that includes Lee Moran and Dick Henderson. Lane's singing voice, which was well known in his stage productions, made him especially valuable in the all-star cast of this picture.

Lupino Lane

Stock N-160
Cut or Mat
Order Separately

Lane was born in London and was reared and educated there, going naturally to the stage while still a boy. After several successful seasons in England he played for a time in Paris and about the capitals of Europe, finally coming to the American stage and from that to pictures.

He is married and has one child. He has brought his parents to Hollywood from England, or at least persuaded them to come, which brings to this country one of the remarkable families of English stage history.

(Biography)

Lee Moran Creates Comic "Blink" in Big Jungle All Color Film

The longest starring contract in the history of the screen is claimed by Lee Moran, who plays a comedy part in many of the sequences of "Golden Dawn," the Warner Brothers Vitaphone all-color musical romance now at the ..... Theatre.

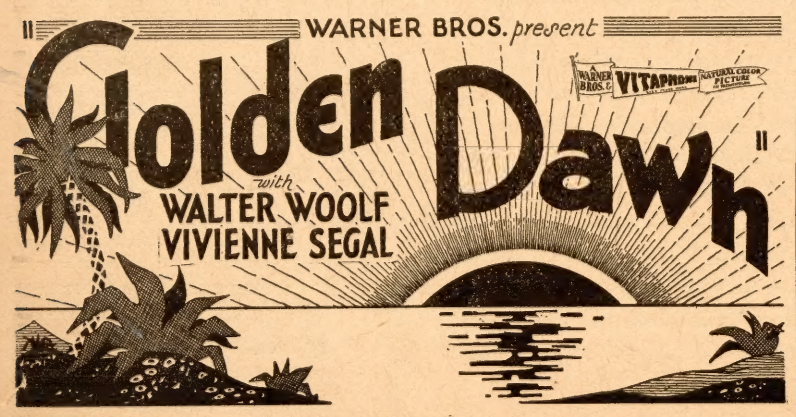
For ten years Moran was starred as a member of the team of Lyons and Moran, in which he was paired with the late Eddie Lyons in the making of one and two-reel comedies. Moran is a Philadelphian.

When Al Christie brought the first Universal company to Hollywood, and commenced the production of Nestor comedies in the yard of an old residence in what was to be the future film capital of the world, Lyons and Moran were the featured members of the organization.

Since those early days Moran has appeared in more than six hundred motion pictures, though of late years he has confined himself to character comedy roles in feature-length productions. He appeared in "Madonna of Avenue A", "On With the Show" and the singing super revue, "Show of Shows."

"Golden Dawn" is an adaptation of the successful operetta of Harbach and Hammerstein, II. Emmerich Kalman and Hubert Stolhart composed the music. Walter Anthony did the screen story. Ray Enright directed.

1-Col. Ad—Style VD—Cut or Mat



Two Column Slug—Style VC—Cut or Mat

Noah Beery featured in "Golden Dawn"
A Warner Bros. Production

NOAH BEERY, WHIPMAN of "Golden Dawn" sings the famous "Whip Song".

Production No. 8—Cut or Mat

Martindel Prominent In "Golden Dawn" All Color Musical Romance

Ed Martindel, appearing in Warner Bros. "Golden Dawn," natural color, singing musical romance, now at the ..... Theatre, was born and educated in Hamilton, Ohio.

Ed Martindale

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Order Separately

His first stage appearance was with Lulu Glaser in "Dolly Varden." He was for seven years in church and concert work, singing in a number of De Koven operas. He was with Blanche Bates in "Madame Butterfly," played lead in "Resurrection" with Mrs. Pat Campbell, and was starred in "The Alaskan."

His picture career began as lead for Mary Pickford in "The Foundling." Later pictures were "Clarence," "You Never Can Tell" and "Nice People." Some of the talking pictures in which he has appeared are "The Singing Fool," "The Desert [illegible]" and "Song of the West."

Martindel's hobby is the pipe

Weird Nature Sequence In All Color Song-Film

The plaster shop on the Warner Brothers lot was a grim looking affair while preparations for the filming of "Golden Dawn" the Vitaphone Technicolor operetta, now playing at the ..... Theatre were going ahead.

Hundreds of skulls, used in the temple interiors and for the spectacular "hill of skulls" sequence, as well as for native village decoration in this story of savage Africa, were molded there in a dozen different sizes and shapes.

(Feature)

WHIPMAN OF "GOLDEN DAWN" TYPIFIES INHUMANITY OF SO-CALLED HUMANITY

"Use every man after his desert, and who should 'scape whipping?"
—SHAKESPEARE

Noah Beery's amazing characterization of Shep Keyes, the whip-man, in "Golden Dawn," the Warner Bros. natural color musical romance of the jungle, now at the ..... Theatre, brings to mind the blood-curdling part which instruments of flagellation have played through the ages, in man's effort to dominate man.

The use of the whip has found favor in all walks of life, in state and church, in army and navy, in prison and asylum and lynching party. By the law to wring confession, by lawlessness to bring submission. The whipman still stands by his whipping-post, not only in the African jungle but in the United States of America. Floggings still draw large and gloating audiences.

If history might find a voice, says Draper, it would be one long moan of anguish. Wilkinson in his "Ancient Egyptians" mentions the interesting fact that the slave driver usually stood on the left side of the victim so as to have the "whip-hand" free. It was natural that the supposedly beneficial effects of the whip should be tried on children to start them on the way in which they should go. As the human twig was bent the tree was supposed to incline.

One charming ancient custom recorded by Hone in one of his interesting books is that of the whipping of children on the day of the Holy Innocents to make them more settled in their convictions against Herod. Schoolmasters took the bending of the birch as their prerogative, Mr. Squeers, immortalized by Dickens in "Nicholas Nickleby" being an undying effigy of the kind.

It is hard to imagine anything more invigorating than a meditation on the names of the various implements and means of castigation. Here are a few gleaned from the helpful pages of Mr. Roget's thesaurus—administer the lash, thump, beat, lay on, thresh, thrash, pummel, drub, leather, trounce, baste, belabor, lace one's jacket, dress, give a dressing, trim, warm, cob, bang, strap, comb, lash, lick, larrup, wallop, flog, scourge, whip, birch, cane, give the stick, switch, flagellate, horsewhip, bastinado, towel, rub down with an oaken towel, and so on and on.

Public sentiment is gradually getting away from the belief in torture as a means of cure or even of punishment. The sadistic impulse may not be indulged with quite the same impunity. The truth of Shakespeare's remark that to use "every man after his desert" means that few "should 'scape whipping" is worth consideration.

All of which is not to give the impression that "Golden Dawn" is an orgy of voo-doo and whip-cracking. While laid in the depths of the jungle it is glamorous in color and melody and has great dramatic power. Walter Woolf and Vivienne Segal sing leads. Alice Gentle, Sojin, Lupino Lane, Noah Beery, Marion Byron, Lee Moran, Nigel de Brulier and many others are in the cast. It is a screen version of the phenomenally successful operettas of Harbach and Hammerstein. Ray Enright directed.

(Biography)

Otto Matieson Plays A Big Part In "Golden Dawn" Color-Song-Film

The hope of producing a play in New York brought Otto Matieson, the well known character actor to America at the height of his career as a stage and screen star in his native country.

He was born in Copenhagen, Denmark, his father being a writer and his mother an opera singer. He studied drama at the College of Copenhagen and played at the Casino Theatre in the Danish capitol, making his debut at the age of seventeen.

After playing in "The Miracle" under Max Reinhardt in London, where he remained for five years on the stage, Matieson started in motion pictures in Copenhagen for the Northern Film Company. He early created a name for himself as a character actor and made several pictures for British producing units.

Then, shortly before the United States entered the world war, he brought a play to New York which David Belasco promised to produce. However, America's entrance into the world conflict suddenly put an end to the plans and Matieson obtained work in such plays as "P. T. Barnum" and in repertoire.

Samuel Goldwyn, the producer, then making pictures in New York, saw a Matieson performance and signed him to appear in several of his films. When Goldwyn moved to Hollywood, Matieson came with him.

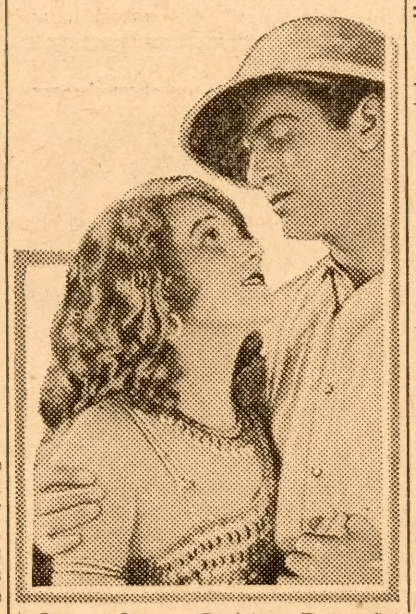
Among his latest pictures are "The Last Moment," "The Tell Tale Heart," "Prisoners," Strange Cargo," "Napoleon's Father," "In Old San Francisco," "Scaramouche," "Revelation" and 'General Crack."

(Biography)

De Brulier, Voo Doo Man in "Golden Dawn"

The celebrated character actor, Nigel de Brulier, is cast as a voo-doo charm-worker in "Golden Dawn," the Warner Bros. and Vitaphone natural color musical romance, which is now showing at the .....Theatre. Among the pictures in which he has presented notable characterizations are "The Beloved Rogue," "The Gaucho," "Two Lovers," "The Patent Leather Kid," "Wings," "Soft Cushions," "Loves of an Actress," "Surrender," "Noah's Ark" and "The Divine Sinner." Mr. de Brulier is five feet eight inches in height, weighs one hundred and twenty-eight pounds and has black hair and brown eyes. He lives in Hollywood.

Love's Golden Dawn



Scene from "Golden Dawn"
A Warner Bros. Production.

TOM ALLEN AND DAWN, lost for a night in the weird, many-voiced deeps of the jungle.

Production No. 9—Cut or Mat

ADVERTISEMENT

WARNER BROS. present
GOLDEN DAWN
"Dawn" white goddess at the place of the "White Moon" doomed to the sacrificial pyre —hordes of savages in a fanatical frenzy and climaxing all three golden voices in magnificent melody. All Technicolor Musical drama of the African jungle.
"Dawn"
"We Two"
"Jungle Bungalow"
with
WALTER WOOLF
VIVIENNE SEGAL
ALICE GENTLE
NOAH BEERY
LUPINO LANE
and a host of others.
A WARNER BROS. VITAPHONE NATURAL COLOR PICTURE

Two Column Ad—Style VE—Cut or Mat

(Biography)

NOTED JAPANESE CHARACTER ACTOR, PIPER IN "GOLDEN DAWN"

Sojin, who plays the part of the savage piper in "Golden Dawn," Warner Bros. all color romance of the African jungles, now at the ..... Theatre, was born in Sendai, Japan, January 30th, 1891. He was educated at the University of Waseda in Tokyo, specializing in literature. Before entering the motion picture field he was producer, director and actor. He was also the author of several books on the drama. His first home in America was San Francisco.

He entered pictures in 1923 with Douglas Fairbanks in "The Thief of Bagdad." Other screen appearances were in "The Chinese Parrot," "The Lady of the Harem," "The Hawk's Nest," "The Rescue," "Tropical Madness" and "Seven Footprints to Satan."

Sojin's favorite sports are hunting and fishing. He belongs to the Edgewater Club and the Hawaiian Club in Santa Monica. He is five feet eight inches in height, weighs one hundred and thirty-five pounds and has brown eyes and black hair.

His wife's professional name is Ura Mita. The couple have one son, Edward, who is twenty years old.

(Biography)

Nina Quartaro Wins Praise In All Color Singing "Golden Dawn"

Nina Quartaro, the bewitching Spanish screen player makes much of a small part in "Golden Dawn," Warner Bros, latest natural color singing, musical romance, now playing at the ..... Theatre. Her dark and unusual beauty has been seen in various recent pictures, among them being "All Parts," "The Red Mark," "Frozen River," "The Redeeming Sin" and "One Stolen Night." In "Golden Dawn" Miss Quartero plays the part of a maid-in-waiting to "Dawn," the white girl imprisoned in the wilds of the African jungles as the victim of the machinations of her foster mother and the villainous whip-man. "Golden Dawn" is a spectacular screen version of one of the phenomenally successful operetta of Harbach and Hammerstein, II.

Sojin as Piper "Golden Dawn"
A Warner Bros. Production

Production No. 10—Cut or Mat

(Feature)

WEIRD VOODOO RITES SHOWN IN "GOLDEN DAWN" NOT CONFINED TO JUNGLES OF DARKEST AFRICA

Voodoo is a name given collectively to the superstitions prevalent among West-Indian and southern United States creoles, mulattoes and negroes, and dealing with charms, conjury, snake worship and witchcraft, and, according to some, in their most degraded forms, cannibalism and human sacrifice. Voodooism is also spoken of as *obiism.*

OBI CURSE

The obi is a curse or spell to wither or paralyze a person. It may consist of earth gathered from a grave, human blood, a piece of wood fashioned in the form of a coffin, the tooth of a snake or an alligator, piece of an egg shell or any of a thousand grisly tokens.

One cursed by the evil eye of an obi woman, must go to the woods, gather the bark of a certain tree, make a decoction of which the bark is a part, cast it into a pool and plunge in after it. Instances are on record of persons who have died within limits prescribed by the voodoo—and of officials of the law who allowed workers of these spells to go unpunished for fear of incurring their ill favor.

Voodooism is by no means extinct. The weird rituals of savage Africa are alleged to be heard by the initiated in most of the large cities in the United States. Police suspect this but are not often able to verify their suspicions. Students of mystic religions and of the problems of the colored race know it, but they are interested in studyingg the phenomena, not in stopping it.

William McGann, assistant director for "Golden Dawn," the Warner Brothers Vitaphone, all natural color version of the stage operetta by the same name knows something about Voodoo practices since he made the picture. He not only helped to stage a mock voodoo ceremony in the picture but was taken, blindfolded and befuddled, to witness the real thing.

Mr. McGann was actually in charge of several hundred colored people used as atmospheric extras in "Golden Dawn," which is a story laid in Africa and centered about a mysterious white girl, given as a sacrifice to the native idol Mulunghu. These extras took part in the ceremonies required in these sequences and after several rehearsals, McGann detected a suppressed and mysterious excitement among a certain group of colored people.

VOODOO A LA TALKIE

The scenes were being taken at night. The famous "Golden Dawn" score makes effective use of plaintive reed instruments, weird barbaric chants and rhythmic tom-toms. One had only to close his eyes against the modern lighting and recording devices to believe himself in the midst of an African jungle with fanatical blacks preparing a mystic savage ceremony. The impressionable colored people were particularly roused by the sensuous music, the flickering lights, the barbaric dances.

Eventually one of the leaders of the small group which seemed to respond so particularly to the atmosphere of the scene, approached McGann and asked if he would be interested in real voodoo on account of his work with the picture. Agreeing that he would like to see the ceremony and giving his oath not to reveal what he saw, McGann was blindfolded a few nights later, and without seeing his conductors was taken by automobile for a long ride. Curiosity overcome any alarm he felt and he was finally admitted to a dimly-lit basement where after many whispered conferences, his blindfold was removed.

REAL U. S. VOODOO

For McGann's benefit—or perhaps in spite of his presence there—the ritualistic and hypnotic voodoo ceremony was performed before him. He has kept his oath to the colored man who took him on this unusual journey and he does not tell of the things he saw. He does say, however, that the mysterious ceremonies pictured in "Golden Dawn"—and photographed largely before his visit to the hidden basement, were remarkably similar to the real thing.

Voodooism is an heritage from the dark continent but the colored races have never been able to get altogether away from its peculiar spell. There is an eternal fascination in the workings of this strange basic religion of savagery and it permeates the whole musical score and dramatic story of "Golden Dawn," the current attraction at the ..... Theatre. Ray Enright directed.

VOODOO

"Blood!" screamed
The whistles
And the fifes
Of warriors;
"Blood!" screamed
The skull-faced
Lean witch-doctors;
"Whirl ye
The deadly
Voodoo rattle!"

—VACHEL LINDSAY
"THE CONGO"

WOOLF AND COMPSON DRAW FIVE BONES FOR SEVEN WEEKS

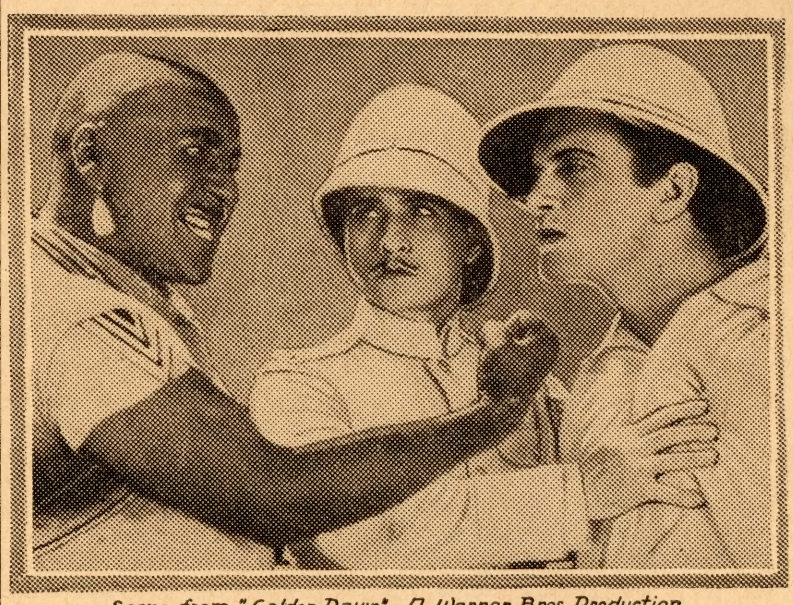
Walter Woolf began his theatrical career in Ogden, Utah, where he rehearsed seven weeks with a troupe that included Betty Compson. At the end of rehearsals the show disbanded and each was given five dollars for his seven weeks' work.

The present lead of "Golden Dawn" Warner Brothers Vitaphone-Technicolor version of the stage operetta of that name, showing now at the ..... Theatre, was not to be downed however.

He found a congenial companion in the troupe and they made up a vaudeville act which finally landed them in Chicago—and left them there—broke.

That brand of luck continued for some years but the Salt Lake City boy was not to be denied his stage career. Out of that strange and unlucky beginning have come at least two great successes, that of Betty Compson the talking picture star and Walter Woolf singing star of stage and screen.

NOAH BEERY – OTTO MATIESON WALTER WOOLF



Scene from "Golden Dawn"- A Warner Bros. Production

WHIPMAN THREATENS LIFE OF ALLEN, YOUNG BRITISH soldier, who has prevented him from carrying out his desire to possess Dawn, beautiful bride of jungle God.

Production No. 11—Cut or Mat

(Review)

Barbaric Colors and Sounds Vivify Thrilling Sequences of Spectacular "Golden Dawn"

..... THEATRE: Warner Bros. present "Golden Dawn," all natural color musical romance. Based on the musical play by Oscar Hammerstein, II and Otto Harbach. Music by Emmerich Kalman and Hubert Stothart. Screen play by Walter Anthony. Time, 1914-18. Place, African jungle. Directed by Ray Enright.

THE CAST

Tom Allen	Walter Woolf
Dawn	Vivienne Segal
Shep Keyes	Noah Beery
Mooda	Alice Gentle
Pigeon	Lupino Lane
Johanna	Marion Byron
Blink	Lee Moran
Hasmali	Nigel de Brulier
Capt. Eric	Otto Matieson
Duke	Dick Henderson
Maid-in-Waiting	Nina Quartaro
Piper	Sojin
Sister Hedwig	Julanne Johnston
Napoli	Nick de Ruiz
Col. Judson	Edward Martindel

Clarke and Akst do four new songs in addition to numbers in original.

"Golden Dawn" which opened last night at the ..... Theatre is the most magical of Vitaphone-Technicolor musical romances. Sound reproduction in this case means not only the recording of the melodious accompaniment of the operetta, and the gorgeous songs, but all weird jungle noises— thudding tom-toms, native chants—voodoo incantations—rush of great waters—crackling flames—whish of the whipman's lash —report of rifles, and voices heard in many moods.

Technicolor presents jungle life wildly in its dark and manifold tones. "Golden Dawn" as a stage production ran for a year on Broadway and enjoyed great success as a road attraction—and the advantages of the talking screen and natural color are incalculable.

Walter Woolf gives a fine rendition of the young British soldier who discovers Dawn, the lovely prisoner, enslaved by a native woman—a slave-driver known as the whipman—and the natives who have given her to the god Mulungha as his bride.

Vivienne Segal, as Dawn is captivating in voice and presence. Alice Gentle gives a performance of fine dramatic power and her singing of Mooda's song is excellent. Comedy of a fine order is supplied by Moran, Henderson and Lupino Lane, the last named doing several songs with fine gusto. Noah Beery is again a villain in the nth degree—villainy augmented by his singing of the famous "Whip Song."

In spite of the wealth of songs in the original version of "Golden Dawn," Grant Clarke and Harry Akst, of the Warner Bros. staff, have written four numbers for the screen version. They are "My Heart's Love Call," "Africa Smiles No More," "Mooda's Song," and "In a Jungle Bungalow."

ADVERTISEMENT

WARNER BROS. present
Golden Dawn
In a scenic investiture of vivid beauty in glorious Technicolor hues is laid a thrilling story of perils in the African jungle—with voices of world famous singers achieving new heights of golden-toned melody.
WARNER BROS. VITAPHONE NATURAL COLOR PICTURE

1-Col. Ad—Style VF—Cut or Mat

(Review)

"GOLDEN DAWN" ALL COLOR SONG FILM OF JUNGLE LOVE

..... THEATRE: Warner Bros. present "Golden Dawn," all natural color, singing, talking jungle romance. Based on the musical play by Otto Harbach and Oscar Hammerstein, II. Music by Emmerich Kalman and Hubert Stothart. Screen play by Walter Anthony. Directed by Ray Enright. Cast includes Walter Woolf and Vivienne Segal, Noah Beery, Alice Gentle, Lupino Lane, Marion Byron, Lee Moran, Nigel de Brulier, Otto Matieson, Dick Henderson, Nina Quartaro, Sojin, Julanne Johnston, Nick de Ruiz and Edward Martindel. Four new songs by Harry Akst and Grant Clarke of the Warner Bros. song-writing staff.

"Golden Dawn" is a pretentious and sweeping piece after the manner of "Rose Marie," book and lyrics of which were also done by Harbach and Hammerstein. The stirring sequences of "Golden Dawn" are spangled with captivating songs—and there are four new numbers for good measure done by Clarke and Akst of the Warner staff

The locale of "Golden Dawn" is the African jungle and Technicolor gives the riotous hues with startling effect. Sounds of thudding tom-toms, voodoo incantations, native chants, and voices in the range of human emotions are heard with uncanny clarity.

"Golden Dawn" has to do with Dawn, supposedly a native, imprisoned in the deeps of the wilderness as bride of the pagan god Mulungha and Tom Allen, a young British soldier who discovers and tries to free her. Shep Keyes, who comes to join the native troops, covets Dawn and overhears the scene between herself and her lover. Keyes, known as the whipman, inists on sending Allen back to England. There has been a drought and Keyes arouses the natives against Dawn by claiming that it is caused by her love for the Englishman. She is about to be sacrificed to the savage gods, when . . . but that is the story.

Mr. Woolf and Miss Segal are well cast in the leading roles. Alice Gentle presents another moving and understandable characterization. The several hundred negro extras—descendants of African tribesmen—readily revert to type and go into the savage dances, the voodoo rites and the weird chants with uncanny reality.

(Review)

MELODRAMA OF JUNGLE GLOWS IN NATURAL COLOR

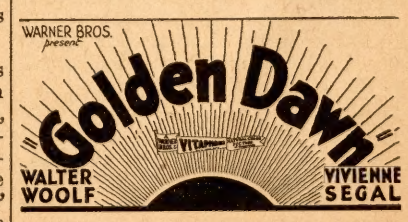
"Golden Dawn" ..... Theatre

The riotous colors and sounds of the African jungle, have been caught with particular clarity in the Warner Brothers version of "Golden Dawn," well known operetta, showing now at the ..... Theatre.

Not often is such a colorful and dramatic story clothed with such bewitching music. All of the haunting chants and ceremonial music as well as the famous solos of the stage production have been saved for the ... phone version and four new ... have been added.

The cast includes Walter Wo... Vivienne Segal, both well known to music lovers, while Alice Gentle, world famous soprano sings an important supporting role. Noah Beery, Lupino Lane, Marion Byron, Dick Henderson, Nigel de Brulier, Julanne Johnston, Edward Martindel and others are in the cast.

Ray Enright directed.



1-Col. Slug—Style VG—Cut or Mat

(Current Story)

TOM-TOMS THUD WEIRDLY THROUGH SINGING SCENES OF JUNGLE COLOR-FILM

Tom-toms have a definite place in modern atmospheric music as used with Vitaphone pictures, according to the conductor of the Vitaphone symphony orchestra at Warner Brothers studios in Hollywood.

"There is enough of the savage left in most civilized man," he says, "to make the sound of the tom-toms faintly reminiscent of that dim past."

"The strange rhythmic beat finds an answering echo in every person's make-up," continued the conductor.

"It is after all the basic music of the world, the earliest attempt to find melody and rhythm and all the other things that go to make up modern music. Tom-toms are universally effective as dramatic staging, eternally thrilling to an audience as well as to the actors."

Tom-toms are heard in "Golden Dawn," a Warner Brothers musical romance, photographed in natural colors, based on the stage operetta of the same name, showing now at the ..... Theatre, as a sinister accompaniment to the story of a strange white girl sacrificed to the native African god, Mulunghu.

Strange rituals and barbaric customs make "Golden Dawn" a fascinating study of unknown Africa as well as a thrilling story of love and adventure in the jungle depths and a musical treat of unusual worth. Walter Woolf, Vivienne Segal and Alice Gentle, all famous singers from New York stages, head the cast with Noah Beery, Lupino Lane, Marion Byron, Lee Moran and others in support. Ray Enright directed.

WHEN JUNGLE TOM-TOMS THUD

Jungle dark—
Muted thud
Of tomtoms
Beaten eerily —
Voodoo chants.
Savage screams.
Tomtoms beaten
Wearily—
Flames in fury
Driven wide.
Mulungha seeks a
Golden bride.
Soldier lover
Groping near.
Golden lady
Mad with fear.
Jungle dark.
Jungle mud—
Tomtoms
Threaten—
Tomtoms thud—

(Current Story)

Lurid Fury of Flame ·· Filmed In Jungle ·· Scenes of "Dawn"

Fire has been photographed in all its lurid terror and for the first time in "Golden Dawn," the Technicolor musical romance, now at the ..... Theatre.

Fire and water play important parts in this dramatic story of interior Africa where native superstition and ignorance clash with the opposing forces of civilization. "Golden Dawn" is photographed in full natural color throughout, catching all the natural beauty of the jungle and the tropics and the process shows for the first time the true glory of fire and its myriad colors and shades.

Warner Brothers, who offer "Golden Dawn" as an outstanding feature picture, have spared no time and money in making it an elaborate production. Walter Woolf, Vivienne Segal, Noah Beery, Alice Gentle and Lupino Lane head an all-star cast. Ray Enright directed.

FOUR NEW SONG HITS IN "GOLDEN DAWN"

Four new songs were added to the original "Golden Dawn" score for use in the Warner Brothers Vitaphone all natural color version of this famous operetta. These were needed to supply music for the added scenes which the wide scope of the motion picture version of a story make possible. The music for "Golden Dawn" was acclaimed by critics everywhere, when first offered in the stage version of 1927. "Golden Dawn" is the current attraction at the ..... Theatre.

(Current Story)

COULDN'T KEEP MRS. WOOLF FROM DOOR

Husband and wife play together in "Golden Dawn," the Warner Brothers Vitaphone natural color operetta, now showing at the ..... Theatre, but the husband is the lead and the wife is an extra. Walter Woolf, the New York stage star, sings the leading role as Tom Allen in the production while his wife, who is a non-professional, visited the sets nearly every day. Finally a day came when a large number of extras were to be employed.

Mrs. Woolf applied at the casting office and was given a costume and make up for the part of an atmospheric extra in an African cabaret. She thinks she had more fun out of the picture than her famous husband.

"Dawn—is she really a native?"

Scene from "Golden Dawn"-A Warner Bros. Production

JULANNE JOHNSTON — ALICE GENTLE — DE BRULIER
Production No. 13—Cut or Mat

(Current Story)

Emotional Abandon, Passion For Rhythm and Beauty of Voice, Make Superb Actor of Negro

"Golden Dawn," Warner Bros. Natural Color Musical Romance Now Playing at the ..... Theatre

The natural theatrical ability of the colored people made them highly successful in "Golden Dawn" and saved Director Enright from much anticipated worry and delay.

Several hundred negro extras appear as native African savages in "Golden Dawn," which is a Warner Brothers Vitaphone version of the famous stage operetta of the same name photographed in natural colors.

These people appeared to take great pride in their work and were eagerly attentive whenever directions were being given. They seemed to take naturally to the chanting, barbaric music of their choruses and to the action that was required in the sequences in which they appeared.

Not once did they muff a scene and it is probable that no group of players ever found more pleasure in a production than did these natural actors in the making of "Golden Dawn."

The story of "Golden Dawn" concerns the fate of a strange white girl found with a barbaric tribe of blacks in Africa and offered by them to their native god Mulungha as a bride. She is loved by an English soldier who battles almost single handed against the inertia of the tropics, political indifference, native fanaticism, the exigencies of war and the jealousy of a native slave driver to prove her white and to win the right to marry her.

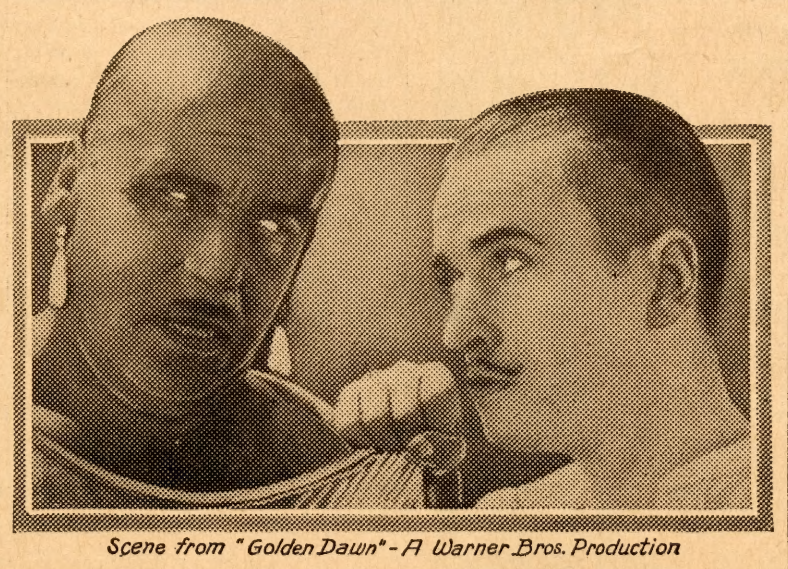
Walter Woolf, brought to Hollywood from the New York stage where he was starred in numerous musical shows, sings the leading role with Vivienne Segal in the title and principal feminine role. She too, comes from the New York stage but has appeared in previous Warner Brothers pictures, notably in "Song of the West."

Noah Beery and Alice Gentle have other important roles with Lupino Lane, Marion Byron, Lee Moran and a host of well known players.

"Golden Dawn" is photographed in full natural colors, catching much of the beauty and brilliance of the tropics that can not be more than suggested with black and white pictures, and making it one of the season's outstanding spectacles as well as the greatest musical treat yet brought to the screen.

The success of the negro in the arts is becoming more and more notable. A few of the names are Roland Hays, Charles Gilpin, Paul Robeson.

"Now's when you get yours, my boy!"



Scene from "Golden Dawn"-A Warner Bros. Production

WHIPMAN MEETS RETRIBUTION FOR CRIMES
Production No. 12—Cut or Mat

(Current Story)

Sojin Shocked When Clippers Attacked His Cherished Top Knot

Warner Bros. barely escaped losing Sojin from "Golden Dawn," the natural color musical romance now at the ..... Theatre.

The famous Japanese character had just arrived from New York when Warner Brothers offered him a part in the screen version of the celebrated operetta with its locale in African jungles. He was to play the part of a barbaric piper in various voodoo ceremonies incident to the story.

Sojin agreed and appeared to be made up on the ranch location early on the first morning of production. That evil countenance, which he has made famous in many sinister parts, was to be blacked, as was his body which was to be partially naked and weirdly tattooed.

Sojin who had leaned back contentedly while the makeup man applied the stain, suddenly sat upright in horror. A pair of clippers were attacking his hair. He shouted, "I don't want the part in the play. I want my hair. I go back to New York!"

It was too late, however. Sojin was bald as an apple. He plays the piper in "Golden Dawn" as a shaven-headed fanatic.

Walter Woolf and Vivienne Segal sing leads in the romantic melody drama. Others are Alice Gentle, Noah Beery, Lupino Lane, Marion Byron, Lee Moran, Ed Martindel and Julanne Johnston. Walter Anthony did the adaptation. Ray Enright directed.

(Current Story)

Darkest Africa Arena of Conflict In "Golden Dawn"

Although the story of "Golden Dawn," the Warner Brothers Vitaphone and Technicolor version of the famous stage operetta of that name now playing at the ..... Theatre, is a story laid in Africa when the World War was in progress, it is not a war story nor is the battle between Germany and the other nations of the world the biggest fight that enters the picture.

The war forms a kind of background for the story with first the Germans and then the English in control. Captain Eric, the German commander and Tom Allen the English prisoner are friends when the story opens. Allen and Eric are still friends when the picture ends though the first is captain and the latter a prisoner.

"Golden Dawn" is the story of an even more significant war. It pictures the eternal battle between man and the elements, between civilization and savagery, between ignorance and intelligence, and Africa is the great battle ground for this never-ending contest.

Out of the dark mystery of interior Africa comes a beautiful white girl, honored as a goddess by the native blacks and torn between her love for the black woman who claims to be her mother and the white man who seeks to prove her his equal.

Natural forces beat down the efforts of the two lovers till fate intervenes.

Temperamental Los Angeles River Flows Through Jungle Fastness During Filming of "Golden Dawn"

Summer visitors to Hollywood at times show signs of amusement when the Los Angeles river is pointed out to them. It is frequently bone dry, and seldom has more than a trickle of water running in it during the summer months.

The fickle Los Angeles river-bed, however, furnished the foundation for the African jungle that Warner Brothers built between its banks for the filming of "Golden Dawn." The ranch is a thousand acre tract in which many of the company's exteriors are filmed. It included a long stretch of the river bottomland and there the greenest and most luxuriant of Southern California summer vegetation is to be found.

For nearly half a mile along the river, tropical trees and plants and thatched reed houses of the African type were scattered here and there. In winter all will be under water, floods will sweep the Los Angeles during the rainy season—but in late summer it makes a realistic tropical setting for the exterior sequences of the thrilling melodrama of the jungle country.

Golden Dawn," now at the .... Theatre, is photographed in natural colors and is a dramatic story of love and mystery in which a strange white girl sways the lives and loves of many people. Walter Woolf and Vivienne Segal play the leading roles with Noah Beery, Alice Gentle, Lupino Lane, Marion Byron, Lee Moran and many others in the cast. Otto Harbach and Oscar Hammerstein II, wrote book and lyrics for the original stage play. The music is by Emmerich Kalman and Hubert Stothart. Four new songs have been done for the screen version by Grant Clarke and Harry Akst of the Warner Bros. song-writing staff. Walter Anthony did the adaptation. Ray Enright directed.

CIVILIZATION AND BARBARISM CLASH IN "GOLDEN DAWN"

A Christian mission and a native African temple face each other across a clearing in the jungle where "Golden Dawn," the Warner Brothers feature Technicolor picture musical romance now at the ..... Theatre, was filmed.

"Golden Dawn" is photographed in natural colors, a fact that adds much to its tremendous power. The story concerns a white girl found in the interior of the jungle and her efforts to cast off the spell of that mystic tropical lure. The two religions, the two temples and the warring races offer the contrast that pictures the dramatic struggle of the story.

An all-star cast, headed by Walter Woolf and Vivienne Segal, both brought from the New York stage for this picture, and featuring Noah Beery, Alice Gentle, Lupino Lane, Lee Moran, Marion Byron and others, make the production outstanding. Ray Enright directed.

LEE MORAN — DICK HENDERSON

Scene from "Golden Dawn"- A Warner Bros. Production

BLINK TAKES THE DUKE FOR A RIDE FOR HIS belief in the flatteries of Johanna

Production No. 14—Cut or Mat

Amazing Business of Making Sets For All Color "Golden Dawn"

Sets of "Golden Dawn," the Warner Brothers Vitaphone, natural color operetta showing now at the .... Theatre, are marvels of ingenuity.

Because the first half of the dramatic story is laid in a jungle clearing, more than ten acres of Los Angeles river bed were converted into a great green morass with its natural verdure augmented with thousands of trees, shrubs, flowers and tropical vines and native thatched huts.

Taken in natural colors these scenes were of all the vivid shades and hues found in the tropics, foliage, bright birds and native beads and finery.

The jungle is again shown from the same clearing after a long drought has wreaked havoc with its natural beauty and with the happiness of the natives and the safety of the whites. The whole ten acre tract of luxuriantly growing trees, shrubs and flowers had to be transformed over night into a dreary and drought-stricken waste.

A battery of spray-guns was put to work to paint the landscape a dull brown. The corps of workmen sprayed mightily until the beautiful jungle of yesterday seemed gray and gasping for water. This too registered in all its stark ugliness in the Technicolor cameras and heightened the telling effect of the latter scenes of the picture.

"Golden Dawn" is an elaborate version of the stage operetta of the same name and is one of the outstanding productions of all time. It combines the famous music of the Kalman-Stothart production with a cast of exceptional ability, including Walter Woolf, Vivienne Segal, Noah Beery, Alice Gentle, Lupino Lane, Lee Moran, Marion Byron, Nigel de Brulier, Dick Henderson, Otto Matieson, Sojin and many others. Add to this the fact that it is photographed in full natural color and something of the strange beauty of the picture can be realized. Ray Enright directed.

"Golden Dawn," Musical Feast

"Golden Dawn," Warner Bros. spectacular natural color, singing screen version of the phenomenally successful musical play of the same name is filling the ..... Theatre to capacity at each performance. Walter Woolf and Vivienne Segal sing the leads. Ray Enright directed.

Riverfront Dive of Outcasts of Many Dyes In "Golden Dawn"

The tropical counterpart of a modern night club known as Seng Lee's place and described as a Mombasa dive forms one of the dramatic settings for several sequences in "Golden Dawn," Warner Brothers natural color, Vitaphone operetta, now at the ..... Theatre.

Amusement falls to a low state in Mombasa, according to the authors of "Golden Dawn," for there white, low and black races and all the scourings of the world meet and mingle indiscriminately. Seng Lee's place is a typical waterfront dive where a strange fortune brings several of the principals of the story together and where one is murdered, taking with her the secret of the origin of the strange white girl whose fate forms the heart interest of the story.

One of the oddest collections of extras, selected for their marked racial characteristics, is shown in Seng Lee's place. Hollywood was searched for tough types, strange faces and racial mixtures for this scene.

Against this remarkable background some of the finest music of the operetta is staged. There Mooda, played by Alice Gentle, sings one of the greatest songs of the production, known as "Jungle Song."

"Golden Dawn" is filmed in full natural colors and save for one temple interior and the Mombasa dive, it is photographed entirely out of doors, in the great stretch of prepared jungle on the Warner Brothers ranch in North Hollywood. Color photography catches all the brilliance of the tropical scenery as well as the more somber and threatening shadows and weird lighting effects of temple interiors. Ray Enright directed.

"Golden Dawn Triumphs"

Unprecedented crowds are greeting each performance of "Golden Dawn," Warner Bros. natural color musical romance of the jungle—at the ..... Theatre. Walter Woolf and Vivienne Segal sing the leading roles.

"And we'll leave the jungle for ever!"

Scene from "Golden Dawn" A Warner Bros. Production.

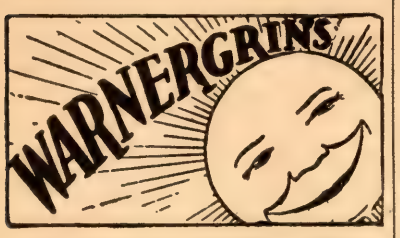
DAWN AND TOM ALLEN at last are free to leave the savage world of the jungle.

Production No. 15—Cut or Mat

ADVERTISEMENT

WARNER BROS. present
"GOLDEN DAWN"
with
WALTER WOOLF – VIVIENNE SEGAL
ALICE GENTLE – NOAH BEERY – LUPINO LANE
The conflict of fierce passions — the romance of young love — spectacular scenes of barbaric splendor in vivid Technicolor — and the glorious voices of famous singers in an amazing symphony of golden song.
"Dawn"
"We Two"
"Jungle Bungalow"
EXOTIC MUSICAL DRAMA OF THE AFRICAN JUNGLE

Three Column Ad—Style VH—Cut or Mat



Selected by LUPINO LANE

Cause and Effect

He called to ask for the daughter's hand. And all he got was the mother's tongue, and the father's foot.—*Sporting Times.*

Losing Weight

Sparkerson—"Your wife doesn't seem to make much of a success with her reducing."

Parkerson—"No; Margaret is a poor loser."—*Answers.*

Why Scottish?

A Scottish proverb—"If a man seeks to insult you by offering you a drink—swallow the insult."—*Tit Bits.*

A Bright Pupil

Teacher—Name four beasts of prey.

Pupil—Three tigers and a lion.—*Le Pele-Mele,* Paris.

A Model Husband

Night-Club Nellie—"Is her husband a good sort?"

Ditto Dorothy—"Top-hole. Always has her breakfast waiting for her when she gets home.—*Sporting Times.*

Nothing?

Mother—"It seems as if it takes Ethel's young man a frightfully long time to say good-night."

Father—"Yes, much adieu about nothing."—*Ireland's Own.*

A New Approach

"I say, old chap, didn't I borrow $5 of you last week?"

"No, you didn't."

"How careless of me. Could you let me have it now?"—*White Mule.*

First Come, First Served

"Waiter, get me a tooth-pick."

"In a minute, sir. Someone is using it now."—*Le Pele Mele.*

Independent

He had recently gone to a new job, and a friend found him very chirpy about it.

"I'm pretty well my own master," he said. "I can get there any time I like before eight and leave when I like after six."—*Pearson's Weekly.*

One Was Enough

"Understand me, sir, I'm not two-faced!"

"You're lucky!"—*Le Pele-Mele,* Paris.

Small Steak

"How did you find your steak, ...

...race Weddel—"Oh, I just moved ... potatoes over to one side, and there it was."—*People's Gas Club News.*

He Must Be Insane

"Any insanity in the family?" asked the insurance doctor to Mrs. Suffragist.

"Well, no; only my husband imagines he is the head of the house."—*Detroit News.*

Too Familiar

"I can't permit such long-winded 'phone conversations with friends during office hours."

"But this was a—er—business call."

"Well, then, don't address any of our clients as 'Dear old bean'."—*Tit Bits.*

MEXICAN COAST IS LOCALE FOR SCENES OF "GOLDEN DAWN"

For the final scenes of "Golden Dawn," the Warner Brothers Vitaphone and Technicolor operetta now at the ..... Theatre, the company was sent south to a deserted stretch of Mexican coast where a chartered steamer picked them up and brought them back.

The shot shows the receding shores of Africa from the rail of a boat bound for England and no place on the California coast could be found which offered the topography, the coloring, the vegetation and the necessary lack of signs of civilization.

All of these things were necessary for the one brief but important sequence. "Golden Dawn" is photographed in full natural color and offers an all-star cast headed by Walter Woolf, Vivienne Segal, Alice Gentle, Noah Beery, Lupino Lane and Lee Moran. Ray Enright directed.

Weird Spell of Tropics In Singing "Golden Dawn"

The spell of the tropics that ruins lives is caught with peculiar force in the picture "Golden Dawn" which is now showing at the ..... Theatre.

Perhaps it is the quality of the music, for "Golden Dawn" was one of the most successful of all recent stage operettas before Warner Brothers made it into this elaborate Vitaphone and Technicolor version.

The combination of these two, the weird music of the barbarian, the chants and ceremonial songs and the overpowering beauty of the tropical sets, that gives an audience the feel of the story.

The cast includes Walter Woolf, Vivienne Segal, Alice Gentle, Noah Beery, Lupino Lane, Lee Moran, Marion Byron, Nigel de Brulier, Dick Henderson, Sojin, Nina Quartaro and others. Ray Enright directed.

ADVERTISEMENT

Vitaphone achieves a new triumph in screen entertainment with this epochal production. Never before has the talking, singing, technicolor screen combined so skillfully all the elements of glorious entertainment. Walter Woolf, Vivienne Segal, Alice Gentle and a score of others.

1-Col. Ad—Style VJ—Cut or Mat

"And I'll show you my homeland, England—England in hawthorn time—"

Scene from "Golden Dawn"- A Warner Bros. Production

LOVERS PLAN FOR THE YEARS TO COME

Production No. 16—Cut or Mat

CURIOUS JUNGLE HUTS INTRIGUE "GOLDEN DAWN" PLAYERS

"Golden Dawn," Warner Bros. Natural Color Musical Romance at the _____ Theatre.

A squalid thatched hut, perched perilously on high stick foundations with grass and reed sides and curtained doorways, was the dressing room occupied by Vivienne Segal, while "Golden Dawn," the natural color musical romance now at the ..... Theatre, was being filmed by Warner Brothers. In fact each of the principals of the all-star cast of the production had such a hut during the time the company was on location. These huts formed the native African village which is shown in many sequences of the story.

Inside of these huts were modern conveniences for the use of the players but their exteriors were typical of the jungle. Miss Segal's particular house was of more than usual interest because both a monkey and a parrot were perched on the rickety stairs that led to the doorway and not far away a baby alligator and several other ungainly tropical "critters" basked in the sun.

These unstable grass houses proved to be very comfortable during the heat of the day when the California sun seemed intent on providing the tropical temperatures suggested in the picture. Walter Woolf and Noah Beery, with leading roles in the production, each found his hut an ideal place for a cool noon-hour nap and all of the cast frankly enjoyed their weeks in the make-believe wilderness.

The type of architecture taxed the ingenuity of the studio carpenters. There seem to be no blue prints of a native African village or even an individual hut, and the construction had to proceed from photographs and the oral advice of persons familiar with the country to be pictured.

"Golden Dawn" is the story of a mysterious white girl supposedly born of black parents and loved by a white man, who battles superstition, native prejudices, official indifference and the exigencies of war to prove her white and claim her as his bride.

The original operetta was signally successful on the stage and all of the music has been preserved in the Vitaphone version and several effective new songs added by Grant Clarke and Harry Akst, of the Warner song-writing cast. It is photographed in natural color, with all the jungle colorings gorgeously recreated for the screen.

Aside from those named, the cast includes Alice Gentle, Lupino Lane, Marion Byron, Lee Moran, Nigel de Brulier, Otto Matieson, Dick Henderson, Sojin and numerous others. Several hundred colored extras were used in the production and for the native dances and choruses. The incidental music, the barbarous ceremonials and sacrifices, the chanting, hysterical rituals that precede and motivate savage customs, are all spectacularly pictured. Walter Anthony did the adaptation. Ray Enright directed.

LAST SHOWING NOTICES

"Golden Dawn" Tonight In Last Showing

"Golden Dawn," Warner Bros. natural color musical romance which has been drawing record crowds to the ..... Theatre ..... will be seen for the last time locally tonight. Walter Woolf, Vivienne Segal, Alice Gentle, Noah Beery, Lupino Lane, Lee Moran, Marion Byron, Nigel de Brulier, Otto Matieson, Dick Henderson, Nina Quartaro, Sojin, Julanne Johnston, Nick de Ruiz and Edward Martindel are in the cast. "Golden Dawn" is a thrillingg love story of the jungle. Ray Enright directed.

Last Performance of "Golden Dawn" Tonight

Don't fail to go to the ..... Theatre tonight when "Golden Dawn" Warner Bros. latest natural color singing romance of the jungle has its last showing. "Golden Dawn" is a screen version of the celebrated Broadway success of which Hammerstein and Harbach did book and lyrics and Kalman and Stothart the music. Four new songs have been provided by Grant Clarke and Harry Akst of the Warner Bros. song-writing staff. Walter Woolf and Vivienne Segal sing the leads. Ray Enright directed.

Don't Miss "Golden Dawn" All Color Singing Film

Tonight will be your last opportunity to see "Golden Dawn" Warner Bros. all color singing version of the great stage play. Manager ..... of the ..... Theatre reports record attendance during the engagement. Walter Woolf and Vivienne Segal sing the leading roles. Others in the cast are Noah Beery, Alice Gentle, Lupino Lane, Marion Byron, Nigel de Brulier, Otto Matieson, Dick Henderson, Nina Quartaro, Sojin, Julanne Johnston, Nick de Ruiz and Edward Martindel are in the cast. Walter Anthony did the adaptation. Ray Enright directed.

"Golden Dawn" Closes Engagement Tonight

African jungles, weird native ceremonials, scenes of beauty and terror—with all sounds perfectly reproduced . . . that is part of the strange appeal of Golden "Dawn" Warner Bros. amazing screen version of the celebrated operetta of the same name.

ADVERTISEMENT

Two Column Ad—Style VK—Cut or Mat

"Golden Dawn" Waits To Give You

STILL TIE-UPS ARE ALWAYS GOOD

"OFT IN THE STILLY NIGHT"
Passersby will stop to window-shop and see the stills which you have planted as tie-ups for "Golden Dawn"

STILLS FOR SPECIAL TIE-UPS

SEND FOR THESE STILLS

BEADS, INDIAN CURIOS, ETC—Stills 17, 25, 33, 95a, 108, 124, 133, 137.
JEWELS—114.
WHIPS, Leather Shop—37, 52, 57, 59, Publ.
SAVAGE CEREMONIALS—118, 119, 172, 178.
OFFICE FURNITURE—146.
MEN'S WEAR— 180.
SONG WINDOW, Comedy—a8, al5, a18.
PALMS FOR FLORIST—98, 99.
STILLS OF PLAYERS, Effective for window or lobby board—Walter Woolf Pub A, Vivienne Segal Pub F, Noah Beery Pub K, Alice Gentle Pub T. Edawrd Martindel Pub Q, Nigel De Brulier Pub U, Lupino Lane Pub W, Otto Matieson Pub T, Lee Moran Pub a2, Sojin Pub a4.

HOW TO GET STILLS

Go first to your Exchange and if not able to get what you want, write direct to Miss Ruth Weisberg, care Warner Bros., Inc., 321 West 44th Street, New York City, New York. Price, ten cents each.

HOW TO GET RID OF STILLS

Merchants recognize the value of attention getting cards for window display.

Send one of your staff to ask merchants if you may not have your house artist make up a card for store window, — mentioning specials they wish to push — with a "Golden Dawn" still mounted on the same card.

These cards give the play to the merchant and are a means of publicity for patrons. It would be well to take along sample card with store and theatre data and mounts.

What Do You Know About Africa?

SCHOOL CONTEST THAT WILL INTEREST SCHOLARS

1. What is the size of Africa? (11,950 sq. miles)
2. Greatest length from north to south? (4000 miles)
3. Greatest breadth? (4800 miles)
4. What is the population? (145,000,000)
5. Highest mountain and altitude? (Kilimanjaro, 19,318)
6. Greatest active volcano? (Karrissimbi, 14,683 ft.)
7. How long is the River Nile? (4000 miles)
8. By what three colors is it known? (White, Blue, Black)
9. What is largest diamond and where found? (Cullinan diamond, 1¾ lbs., found in South Africa in 1905. Presented by Transvaal government to King Edward. Cut up and placed with crown jewels in the Tower of London.)
10. Who wrote "The Story of an African Farm"? (Olive Schreiner)
11. How many languages in Africa? (600)
12. What Scottish explorer and missionary discovered the source of the Zambesi and ordered his heart buried in Africa? (David Livingstone)
13. What is the world's smallest race and average height? (Pigmies of Central Africa, average height 4 to 5 feet)
14. Who was Cecil John Rhodes? (British South African Administrator and financier, projector of Rhodesia, in South Africa, founder of the Rhodes scholarship in Oxford)
15. Who went to Africa to find the lost Livingstone? (Henry M. Stanley)
16. What book did Stanley write? (Darkest Africa)
17. Whose tomb is the "Great Pyramid? (Cheops)
18. When was it built? Between 2450 and 4235 B. C.)
19. In what part of Africa is the Sahara Desert? (North-eastern)
20. When did Cleopatra live? (69 to 30 B. C.)
21. Of what Shakespeare play is she the heroine? (Anthony and Cleopatra)
22. Who wrote celebrated poem "The Congo"? (Vachel Lindsay)
23. What is the meaning of the word "Boer"? (South African farmer)
24. What is the place of origin of voodoo conjury? (Africa)
25. Where are the scenes of "Golden Dawn" laid? (African jungles)

Offer prizes for the first ten to send in neatly written and correct answers, to your theatre. Teachers will cooperate.

BALLYHOO STUNTS

I. **Hasmali or the Piper—the painted savages shown in this press sheet — will serve as models for a negro ballyhoo man to patrol the streets. Decorate with beads, feathers, war paints, leopard skin, etc.—provide with instrument like tom-tom, which he beats monotonously. Paint data about "Golden Dawn" on the drum.**

II. **Negro band on float to parade streets. Negroes have painted bodies and feather and bead decorations. One plays tom-tom, other beats gong, other blows pipe, they may give weird monotonous chant. In center of float girl dressed in white, wears wig of long golden hair. She is blindfolded and tied to post. Man, representing her lover, also blindfolded, is in sitting posture, also roped. Put data about "Golden Dawn" on banners around float. Play up year on Broadway—two years as road show—great songs—brilliant music—all natural color—all talking—great love story — weird voodoo rites — savage dances — thrilling drama—Broadway stars—Walter Woolf—Vivienne Segal.**

III. **Smashing ballyhoo would be a "medicine" show" in local band stand or on some raised platform in vacant lot. Negroes as tom-tom beaters — ordinary drums monotonously beaten—a "whip-man"—made up after manner of Noah Beery—shown in cuts in this press sheet —a spieler who enlarges on the wonders of "Golden Dawn"—the singing love story of the African jungle — voodoo chanters — negroes crooning any weird melody —woman dressed as Mooda—who hands out throwaways. Surprise ticket may be advertised as being in each fifty throwaways. This medicine show stunt can be made as inexpensive or as elaborate as desired.**

PALM AS PRIZE IN FLORIST TIE-UP

Tieup with florist to give palm to the one guessing nearest the number of pebbles in broken cocoanut shell in florist window. Have mounted stills made for window with florist ad and explanation of the prize offered. Smaller prizes may be offered for other near guesses.

Jig Saw "Golden Dawn" Newspaper Puzzle

Cut in many bits still shown above. Mount and have cut made of it. Print the throwaways offering tickets for first five sending in nearest correct pasting up of the restored still.

When a Player Comes From Your Home Town Play Up the Fact

Here is "Golden Dawn" List

ANDERSON, IND.
RAY ENRIGHT ..... *Director*
CHICAGO, ILL.
LEE MORAN ..... *Cor*
DAYTON, OHIO
MARION BYRON ..... *Come*
INDIANAPOLIS, IND.
JULANNE JOHNSTON ..... *Player*
KANSAS CITY, MO.
NOAH BEERY ..... *Heavy*
PHILADELPHIA, PA.
VIVIENNE SEGAL ..... *Lead*
SAN FRANCISCO, CAL.
WALTER WOOLF ..... *Lead*
SAN FRANCISCO, CAL.
ALICE GENTLE ..... *Player*

OVERSEAS

COPENHAGEN, DENMARK
OTTO MATIESON ..... *Player*
LONDON, ENGLAND
LUPINO LANE ..... *Player*
LONDON, ENGLAND
DICK HENDERSON ..... *Comedian*
SENDAI, JAPAN
SOJIN ..... *Player*

Many Golden Days Of Prosperity

MAKING YOUR LOBBY YOUR SALESMAN

A natural for "Golden Dawn" is the transformation of your lobby into a jungle by use of palms, vines, etc., borrowed from local florist who in turn receives advertising, by card in lobby and possibly by flash on screen. Among the greenery have a monkey or two. Can be had from local pet store for exchange of advertising, or stuffed ones can be used.

The ticket booth may be enclosed in lattice covered with vines and thatched after the manner of a jungle hut.

Have painted and feathered and beaded negroes with spears and shields—one to stand at each side of entrance. Another may be monotonously beating a tom-tom.

Of course, the brilliant lobby cards shown on page 2 of this press-sheet will be used.

The vine effect may be carried around marquee. If there is no marquee to your theatre, a light framework of lath may be made to reach from theatre to curb, this is to be covered with vines. Paint the trellis white or green, with cut-outs of letters of the title, "Golden Dawn," done in red.

WHIP-CRACKING STUNT AND WHIP WINDOW

Oddly enough, instruments of torture have a fascination for most people — which does not mean that they would want to use them or have them used necessarily. This fact makes it sure that should a leather-store or hardware-store consent to make a display of whips in their windows they would be assured of a crowd most of the time.

Special mounted stills from "Golden Dawn" should be used, see numbers of whip-stills on page 12 of this press-sheet. The window may use the gentle buggy-whip, the tender cat-o-nine-tails, the tickling pleated-quirt of Mexico, the stinging riding whip, the flaying knout, the famous "gad," cut from a nearby bush, and used by the fond parent who believed that to spare the rod meant to spoil the child. Some quotations might grace the window such as "Spare the rod and spoil the child," "As the twig is bent the *boy's* inclined." "You're a very good whip and can do what you like with your horses."
—(DICKENS—*Pickwick Papers.*)

Whip-cracking can be done on high platform above the crowd. Contestants may make trials of skill in this line.

Local whip-cracking contest may be arranged for part of a prologue.

Essay on "Do You Approve Whipping?"

Stirring matter for an essay contest would be "The Passing of the Whip." The whip was used by the powerful—on slaves—on sailors—on horses, especially on children — often for torture — often hidden under the cloak of the desire to improve the moral condition of the victim.

The doing away with whipping in schools and in most states and the changing sentiment as to the value of torture—can be treated as a sign of an increasing humanitarian outlook. Schools, clubs, and public-spirited citizens can be interested.

Intriguing Shadow Box Idea

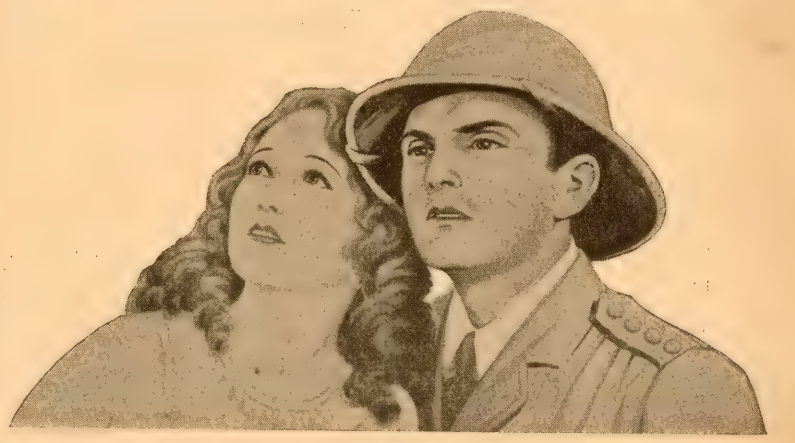
Paint window of vacant store black, leaving three inch circular opening at centre. Before the last paint is applied, print with yellow words *"What did the soldier see in the jungle when black night changed to Golden Dawn?"*

Place the cut-out of the girl—shown on this page—several feet back of window—surrounded with black material—preferably velvet. Below the figure and hiding the means by which they are attached are many strands of flaming ribbons or sheer torn material which when the electric fan, which is concealed below is turned on—make the blown strands look like flame. Alternating light should play over the figure—yellow, red, etc. This will arouse much curiosity.

MARQUEE TOPS TELL THE WORLD

Whatever you do cut out, see to it that you do not cut out the cut-out — the message every passer is bound to read.

Use on marquee with colored lights or as suggested at lower left hand corner of this page.



Mount the 24-sheet cut-out shown above, on marquee with alternating lights or on some other high space where it will catch the eye of passersby. This cut-out may be used on easel in lobby or as centre of African Relics Window. (below)

"Golden Dawn" Debate Corporal Punishment

Vital subject for debate by schools, clubs, and people interested in civic betterment would be a "Golden Dawn" debate on the advantages and disadvantages to be derived from corporal punishment as a remedial agency. The application of the "Golden Dawn" idea is the dawn of a more humane attitude of mind toward those who by bad heredity or environment are mentally sick and need other medicine than hickory-juice.

"Golden Dawn Kisses" As Candy Special

"Golden Dawn Kisses" is a clever name for sweets to be wrapped in bright yellow paper and offered at special price, with window display including stills. May be supplied to theatre by maker, to be given to women attending matinee — wrappers to bear name of maker and "Golden Dawn."

AFRICAN RELICS WINDOW

Arrange tropical plants—palms, and attractively mounted stills (see number of suitable stills on page 14 of this press-sheet) from "Golden Dawn." in window of vacant store. In the foreground put relics of savage life.

Some one in your town is sure to have such relics. If not, they may be had from museum or curio store. Rent or borrow them for a week before the coming of "Golden Dawn."

"Articles maybe—skulls—war-clubs—feather decorations—tom-toms—snake skins—charms—whips—skins of animals—and so on. Let golden light alternate with green.

TRY OUT THIS "GOLDEN DAWN" WINDOW STUNT

Comparatively little expense, if the return in publicity is considered will be incurred by the "Golden Dawn" campaign outlined below.

Begin the campaign with a news story in local paper, stating that all dealers with "Golden Dawn Windows" will be handling specials during the week preceding the coming of Golden Dawn."

PUTTING THE IDEA OVER

"Golden Dawn" windows are secured by going to dealers with the offer that you furnish golden-yellow bulbs for window lighting — and a window sticker — *"'Golden Dawn' special _____ on sale here now — 'Golden Dawn,' Warner Bros. Natural Color Musical Romance of the African jungle at the _____ Theatre _____ next. Both offer thrills."*

Get dealers to cooperate on a double-truck cooperative ad headed *"Golden Dawn Specials."* The layout will first of all carry thrill-stuff about the picture — New York run of one year—road run of two years—great music—new songs—natural color—thrilling drama—romance—weird voodoo rites—savage ceremonial chants—thudding tom-toms—color and sound of raging flames and rushing waters—etc. Theatre matter fills centre of spread—combined with one or more of the striking ads in this press-sheet. Around it are the "Golden Dawn" specials of the various dealers.

SCREEN FLASHES TO PLUG STAR AND SALE

"Golden Dawn Windows" along your main streets will rivet attention on the show. It would be well to flash from your screen during the week of the campaign *"Don't miss the thrills of the 'Golden Dawn Sales' at (list of dealers who are co-operating). Don't miss the thrills of 'Golden Dawn' at this Theatre _____ next."*

GOLDEN DUCATS YOURS FOR THE FINDING

SUGGESTED LETTER FOR YOUR MAILING LIST

Everybody's Theatre
CONISTON

Dear Friend:

I am so deeply impressed with Warner Bros. latest natural color musical romance, "Golden Dawn" which comes to this theatre ---------- next that I am impelled to let you know of the treat that is in store for us all.

The stage version of "Golden Dawn" had a year on Broadway, preceding a two year road tour – Walter Woolf and Vivienne Segal are both New York operatic stars of note – the music is glorious – new songs have been added to hits of the stage – there is romance – thrilling drama – comedy – all with the weird background of the jungle – voodoo rites – thudding tomtoms – savage chanting – and with perfect registration of natural color and sound.

Hoping to welcome you at an early performance of "Golden Dawn"

Sincerely yours,

THE PERSONAL TOUCH HELPS SELL THE SHOW

TALKING TRAILER

Thrilling and beautiful is the trailer prepared for the jungle melody – drama – glittering romance – comedy – whirlwind action – in weird jungle setting – in natural color – glorious songs – haunting music.

AT COST AT YOUR EXCHANGE

TRAVEL STUFF IN LIBRARY AND BOOK SHOP WINDOWS

Everybody feels the lure of strange countries and this fact makes a window of travel books and scenes irresistible.

Book stores will not be unwiling to arrange a display with travel books—especially travels in Africa — and African stories — "Story of an African Farm" "Darkest Africa—"Trader Horn" — "Anthony and Cleopatra" —and scores of other books may be used. Mounted stills from the exciting jungle scenes of "Golden Dawn" will dominate the window — and curios of savagery, such as bead ornaments, charms, etc., will add to the interest.

Public libraries, always eager to increase their service to the community will not only arrange a shelf of Africana for the library display—but will make a list of books on Africa which are available. This list you may have printed—with facts about the coming of "Golden Dawn"—to be given out at the library or by you as throwaway.

Paint Store Color Comparison Display

Paint shops will make display of color charts, color powders, etc. Your part of window would be a card telling of "Golden Dawn" and playing up the natural color marvel of technicolor.

MAKING PICTURES OUT OF LETTERS CONTEST

Expl. No. W—Cut or Mat Order Separately

An interesting and up-to-the-minute idea which can be used by you is to print in your paper the head — illustrated on the left—showing a face made from the letters in the title "Golden Dawn." Offer prizes for the best designs of any sort made by use of the letters

G-O-L-D-E-N
D-A-W-N.

Especially good drawings can be published in local paper — or displayed in lobby or window.

"Golden Dawn" Beauty Parlor Window

Vivienne Segal is shown in natural color. "Golden Dawn" with long golden hair. Use still Pub. F. Display of golden wigs, etc., and mention of treatment to attain the same shade of gold.

"GOLDEN DAWN" ANAGRAM

My 1 is in Great, (G)
But not in Small;
My 2 is in Stone, (O)
But not in Wall;
My 3 is in Low, (L)
But not in High;
My 4 is in Shudder, (D)
But not in Sigh;
My 5 is in Each, (E)
But not in All;
My 6 is in Beckon, (N)
But not in Call;
My 7 is in Hid, (D)
But not in Lost;
My 8 is in Asset, (A)
But not in Cost;
My 9 is in Now (W)
But not in Then;
My 10 is in Anon, (N)
But not Again—
My all is in Warners
Jungle romance—
Song — color
Fighting—
Voodoo chants!

Prizes for correct solution.

POST CARD TEASER

THE SPELL OF THE AFRICAN JUNGLE!

THRILLS THAT AWAIT YOU—Voodoo rites —weird savage chants — flame in the dark of the jungle—stinging lash of the whipman — beautiful girl held prisoner by jungle tribe — white soldier risking his life for her—glorious music — glittering songs — "Golden Dawn" ..... Theatre ..... next.

Expl. No. X Cut or Mat Order Separately

IN ALL-COLOR EL DORADO OF "GOLDEN DAWN"

"Golden Dawn" Search For Lines Containing the Word "Golden"

Interest High School Pupils in Locating the Following Lines From the World's Greatest Literary Masterpieces.

1. *Those who compare the age in which their lot has fallen with a GOLDEN age which exists only in imagination, may talk of degeneracy and decay; but no man who is correctly informed as to the past, will be disposed to take a morose or desponding view of the present.*
2. *Thou cutt'st my head off with a GOLDEN axe.*
3. *Hear the mellow wedding bells, GOLDEN bells!*
4. *Or ever the silver cord be loosed, or the GOLDEN bowl be broken.*
5. *GOLDEN lads and girls must,*
   As chimney-sweepers come to dust.
6. *An hour before the worshipp'd sun*
   Peered forth the GOLDEN window in the east.
7. *And lives to clutch the GOLDEN keys,*
   To mould a mighty state's decrees,
   And shape the whisper of the throne.
8. *Orange bright, like GOLDEN lamps in a green night.*
9. *Clothe the palpable and familiar with GOLDEN Exhalations of the dawn.*
10. *Once in a GOLDEN hour, I cast to earth a seed,*
    Up there came a flower, the people said, a weed.

WHERE THEY ARE

1. Macaulay, History of England, Vol. i, Chap. 1.
2. Shakespeare, Romeo and Juliet, Act iii, Sc. 3.
3. Edgar Allan Poe, The Bells.
4. The Bible, Ecclesiastes, vii, 6.
5. Shakespeare, Cymbeline, Act iv, Sc. 2.
6. Shakespeare, Romeo and Juliet, Act i, Sc. 1.
7. Tennyson, In Memoriam, lxiv, Stanza 3.
8. Andrew Marvell, Bermudas.
9. Coleridge, The Death of Wallenstein, Act i, Sc. 1.
10. Tennyson, The Flower.

THIS PRESS SHEET IS YOUR GUIDE TO THE RICH TREASURES AWAITING YOU IN "GOLDEN DAWN"

"GOLDEN DAWN"
ALL COLOR

Hang out our banners on the outward walls – the cry is still, "They come!"

—Shakespeare, Macbeth

MAKE "GOLDEN DAWN" DAYS YOUR BIG BANNER DAYS

Mr. Liberman begs to suggest that showmen get in touch with him several weeks in advance of play date to assure having banners and pennants in hand when needed.

"Hang the small banner in lobby a week in advance," he says "and suspend under marquee during run of 'Golden Dawn'."

Order from

MORRIS LIBERMAN

690 Eighth Avenue New York

String a banner across the street – play up a snappy line – the title – the stars and watch the crowd make tracks for "Golden Dawn"

FELT BANNERS—
. For theatre front or flagpole (see cut upper left). Made to order. Size 10 x 18 feet.
Price $24.50

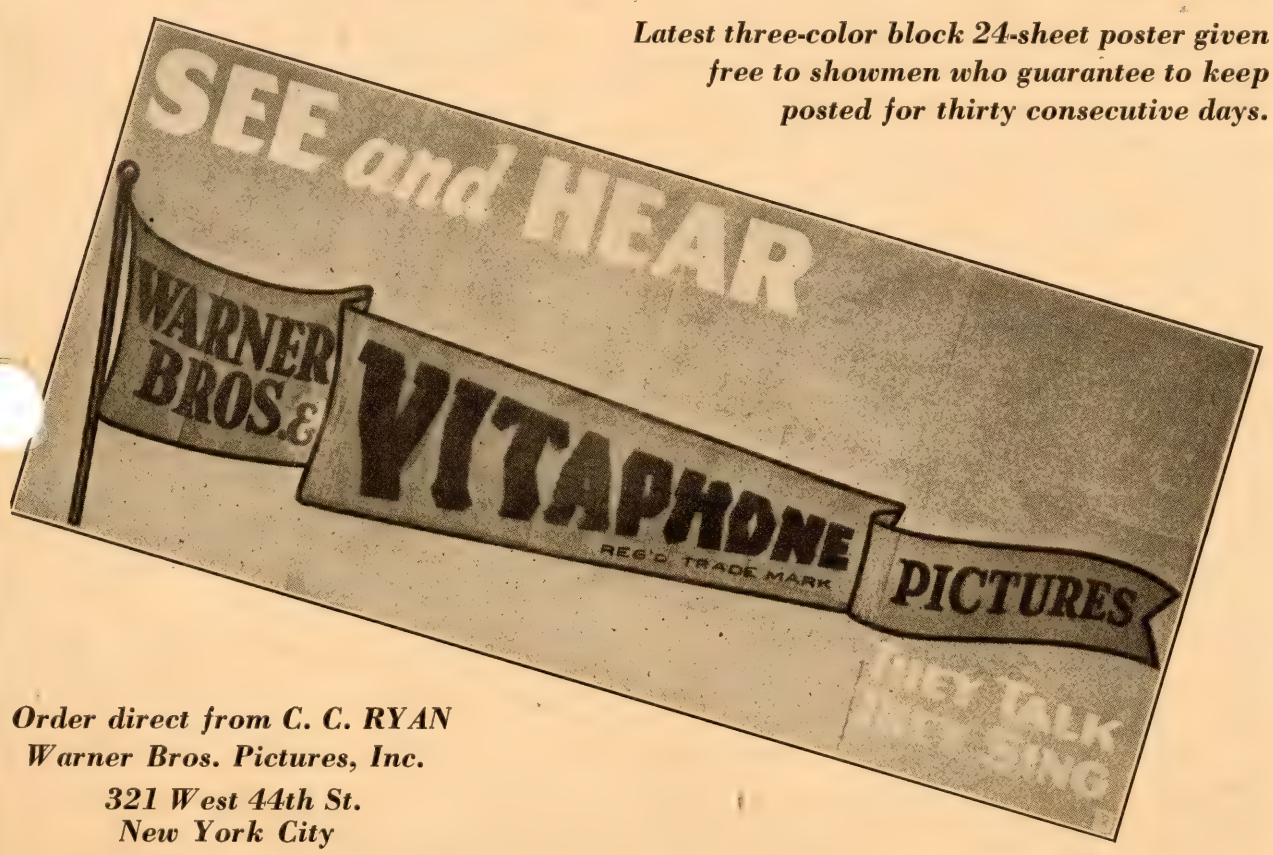
FELT PENNANTS
For "Golden Dawn" in 12 colors. Size 12 x 30 inches.
Price ..... $2.50 per dozen

BANNERS (as illustrated below), made of heavy weather-proof canvas in orange-on-blue or red-on-corn yellow. Size 24 x 33 inches.
Price: single $1.60
(See cut upper left)
Price: double (copy on both sides) $2.75

WARNER BROS. *present*
"GOLDEN DAWN"
The first ALL COLOR MUSICAL ROMANCE

Free Three-Color Block Poster

Latest three-color block 24-sheet poster given free to showmen who guarantee to keep posted for thirty consecutive days.



Order direct from C. C. RYAN
Warner Bros. Pictures, Inc.
321 West 44th St.
New York City

VITAPHONE PENNANTS

Added to the list of pennants is the one reading "Vitaphone Varieties"—pictured here.

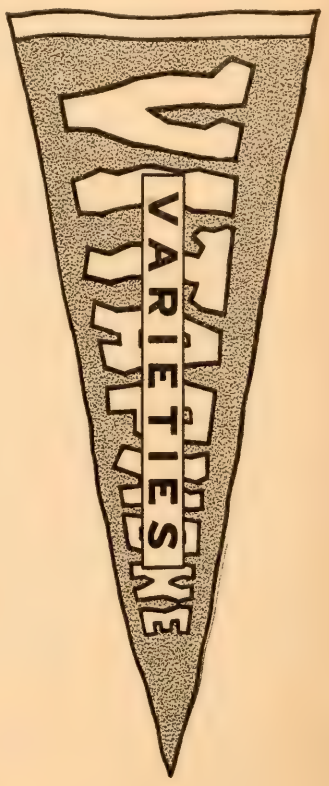
This showy pennant is made up in six brilliant colors.

Intended for lobby and marquee display—it may also be used for streamer effects. Fitted with eyelets.

Price $2.50 *per dozen.*

Special pennants made up for any picture — at low price.

Another new pennant now available contains the words "See and Hear."



MORRIS LIBERMAN
690 Eighth Avenue
New York

"GOLDEN DAWN"

NOW READY IN SERIAL FORM FOR YOUR USE

"GOLDEN DAWN"

IN

THIRTY-THREE INSTALLMENTS

WRITTEN BY MARC O'FARRELL

Brilliantly told, this exciting love story of the jungle has mystery—melodrama—comedy—and an atmosphere of unfailingly compelling interest.

Wedded by jungle ritual to a wooden image, Dawn, a white girl profanes the natives' religion by falling in love with Tom Allen, a British planter interned by the Germans who have captured the settlement in the British East Africa Protectorate.

Since the heathen rites prescribe death to the goddess who permits a white man to see her, Shep Keyes, the jungle Whip Man who is himself in love with Dawn, succeeds in having Tom deported, thus removing the girl's protection against his advances.

Spurned by her, Shep invokes the tribal law which orders her to be burned at the stake. Her rescue by Tom, who makes the old college finish, will hold them spellbound.

FREE! FREE! FREE! FREE!

Order Today

Fill out order blank at right and mail as directed.

Warner Bros. Free Fiction Serial Service

EVERY MAGAZINE OF NATIONAL REPUTE RELIES ON SERIALS FOR CIRCULATION

Saturday Evening Post, Cosmopolitan, Liberty, American Magazine—they all carry serials. So do most of the "million circulation" newspapers.

Warner Bros. Fiction Serials are absolutely FREE to newspaper publishers. They are based on stories whose stars are household names.

Their fans follow their pictures and will follow them in your publication.

Newspapers that publish Warner Bros. Serials enjoy the benefits of a fiction feature that creates, nourishes and continues reader interest in the ONE PAPER in town that carries these circulation builders.

ORDER WARNER BROS. FREE SERIALS TODAY

Check the serials you want to use on order-blank below—tear out and mail to Walter K. Hill, Manager Warner Bros. Free Fiction Service, 321 West 44th Street, New York City.

Complete proofs and mats of each serial will be sent you well in advance of release date. If you desire to set your own type, illustrations will be furnished on separate mats which are prepared by the Western Newspaper Union, guaranteeing sharp, clean, reproductions.

Warner Bros. free serials come to editors ready to run without further aid or editing.

THIS IS YOUR ORDER FOR SERIALS

FILL OUT—TEAR OUT AND MAIL TO WALTER K. HILL

Manager Warner Bros. Free Fiction Serial Service
321 West 44th Street, New York City

Without involving any financial obligation on the part of this newspaper you may send us mats and proofs of the following Warner Bros. Fiction Serials for EXCLUSIVE publication in this city.

Check	
	"GENERAL CRACK" (Starring John Barrymore) — Serial based on George Preedy's best seller of that title which sky-rocketed to a national sensation immediately on publication.
	"GOLD DIGGERS OF BROADWAY" (With an All-Star Cast) *By Eve Bernstein* — A story of "The Great White Way" where every light-bulb is a memorial to a broken heart. The story is based on David Belasco's play, "The Gold Diggers."
	"SHOW OF SHOWS" *By Willard Keefe* — Amusing and human story of a hungry Hollywood extra and a script girl. *(Twelve Installments)*
	"DISRAELI" (Starring George Arliss) *By Eve Bernstein* — Powerful story based on the play. A vivid word picture of the most exciting episodes in the great statesman's career. *(Six Installments)*
	"GOLDEN DAWN" *By Marc O'Farrell* — A fascinating tale of East Africa, idol worship and weird sacrificial rites, enhanced by a tender and beautiful love story.
	"ISLE OF ESCAPE" *By Jack McLaren* — Colorful romance of the South Seas with all the glamour of a modern love story, in a setting far removed from the restrictions of civilization.
	"THE GREEN GODDESS" *By Louise Jordan Miln* — Thrilling melodramas — two men and a beautiful woman trapped in the wilds of the Himalayas where a strange, uncivilized tribe holds sway. Their ruler, educated, suave, cruel, lives to the adage, "An eye for an eye, a tooth for a tooth."

NEWSPAPER _____

TOWN _____

_____ **EDITOR**

WARNER BROS. present
Golden Dawn
THRILL TO THESE SONG HITS
"Dawn"
"We Two"
"Africa Smiles No More"
"Jungle Bungalow"
The glorious symphony of song blends with haunting melodies of jungle chants and native tom toms—weird and fantastic ceremonies—the barbaric beauty and vivid quality of native dances—into this colorful fabric is woven a thrilling and suspenseful story of tremendous power — Dawn, white goddess "at the place of the White Moon" doomed to the sacrificial pyre — hordes of savages in a fanatical frenzy and climaxing all three golden voices in magnificent melody. All Technicolor Musical Drama of the African Jungle.
with
WALTER WOOLF
VIVIENNE SEGAL
ALICE GENTLE
NOAH BEERY
LUPINO LANE
Dick Henderson, Sojin, Otto Matieson. From the musical play by Otto Harbach and Oscar Hammerstein II. Music by Emmerich Kalman and Hubert Stothart. Screen play by Walter Anthony. Directed by Ray Enright.
A WARNER BROS. & VITAPHONE NATURAL COLOR PICTURE IN TECHNICOLOR

Four Column Ad—Style VL—Cut or Mat

When You Build Your Own Ads

Please follow the respective proportions in size indicated in official billing shown below.

Warner Bros. Present (25%)

"Golden Dawn" (100%) with

Walter Woolf (70%) – Vivienne Segal (70%)

Noah Beery (60%) — Alice Gentle (60%) Lupino Lane (60%)

Dick Henderson (10% — Sojin (5%) Otto Matieson (5%)

Based on the Musical Play by Otto Harbach and Oscar Hammerstein II (10%)

Music by Emmerich Kalman and Hubert Stothart (5%)

Screen Play by Walter Anthony (5%)

Directed by Ray Enright (20%)

Technicolor Process (10%)

Other Ticket-Selling Ads

WARNER BROS. *present*

"GOLDEN DAWN"

The Supreme Triumph of Musical Drama

with

WALTER WOOLF
VIVIENNE SEGAL
ALICE GENTLE
NOAH BEERY
LUPINO LANE

Dick Henderson, Sojin, Otto Matieson. And Hundreds of Extras.

Never before has the Talking, Singing Technicolor screen combined so skillfully the elements of Drama, Comedy, Music, Romance and Song. Here is a new epoch in screen entertainment—a powerful drama of jungle perils — drawn against colorful and picturesque backgrounds painted in vivid hues of Technicolor. With the golden tones of world famous singers issuing from the screen in a dramatic symphony of song.

From the musical play by Otto Harbach and Oscar Hammerstein II. Music by Emmerich Kalman and Hubert Stothart. Screen play by Walter Anthony. Directed by Ray Enright.

THRILL TO THESE SONG HITS

"We Two"

"Dawn"

"Africa Smiles No More"

"Jungle Bungalow"

Two Col. Ad—Style VM—Cut or Mat

Two Col. Slug—Style VN—Cut or Mat

1-Col. Slug—Style VO—Cut or Mat

WARNER BROS. *present*

Golden Dawn

In a scenic investiture of vivid beauty in glorious Technicolor hues is laid a thrilling story of perils in the African jungle — with voices of world famous singers achieving new heights of golden-toned melody.

WALTER WOOLF
VIVIENNE SEGAL
ALICE GENTLE
NOAH BEERY
LUPINO LANE

Two Col. Ad—Style VP—Cut or Mat

Newspapers are the best medium for reaching the public and these ads are the best medium for newspapers.

3 ADDITIONAL ADS

WARNER BROS. present

"GOLDEN DAWN"

The glorious symphony of song blends with haunting melodies of jungle chants and native tom-toms—weird and fantastic cere-monies—the barbaric beauty and vivid quality of native dances — into this colorful fabric is woven a thrilling and suspenseful story of tre-mendous power.

with
WALTER WOOLF
VIVIENNE SEGAL

A WARNER BROS. & VITAPHONE NATURAL COLOR PICTURE

Thrilling Song Hits
"Dawn," "We Two"
"Africa Smiles No More"

Two Column Ad—Style VQ—Cut or Mat

WARNER BROS. present

Golden Dawn

Golden tones of world famous singers issuing from the screen in a dramatic symphony of song.

with
WALTER WOOLF
VIVIENNE SEGAL

VITAPHONE

1 Col. Ad—Style VS—Cut or Mat

WARNER BROS. present

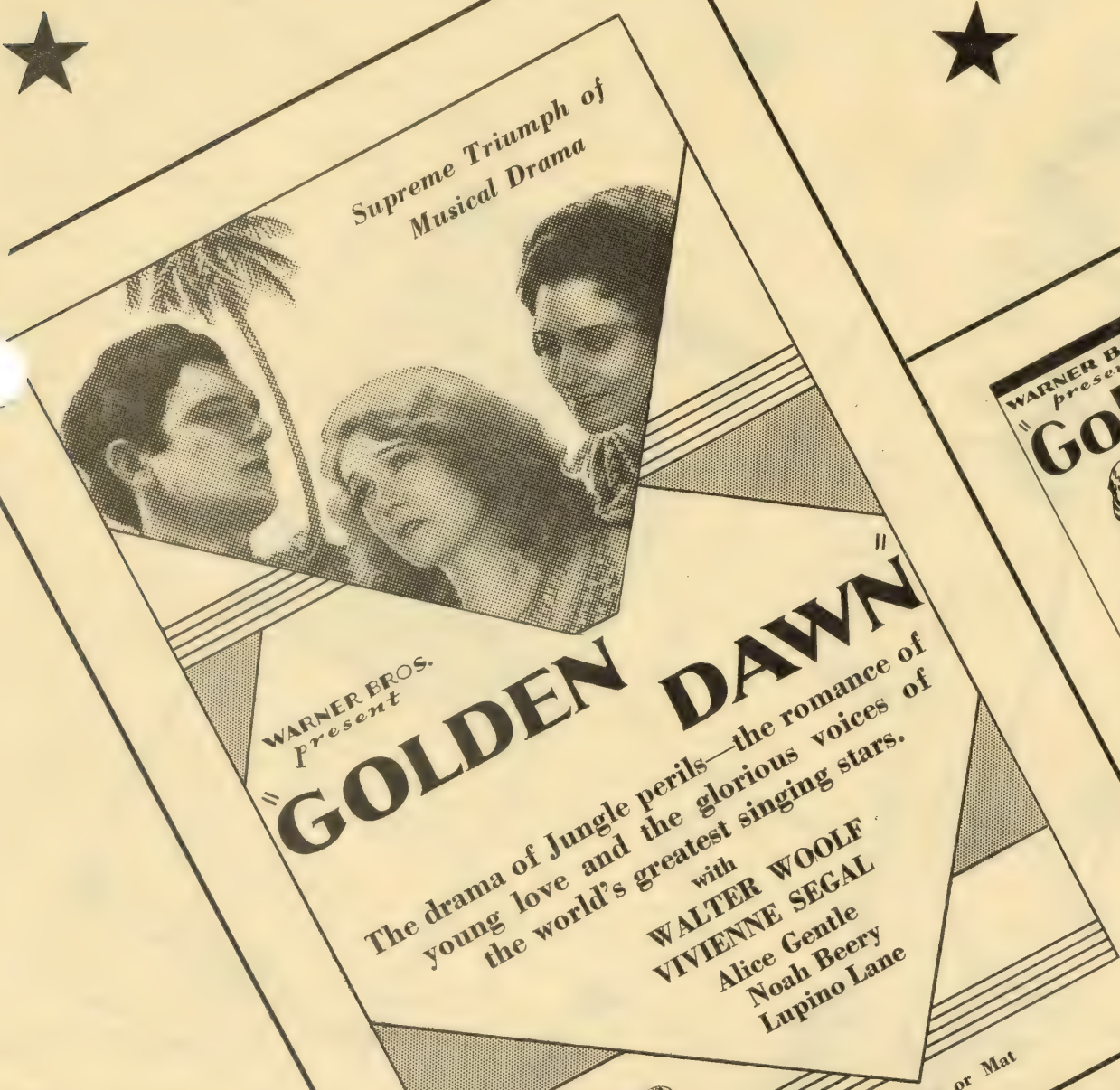
GOLDEN DAWN

Vitaphone achieves a new triumph in screen entertainment with this epochal production. The conflict of fierce passions—the romance of young love—and glorious voices of famous singers in an amazing sym-phony of golden song.

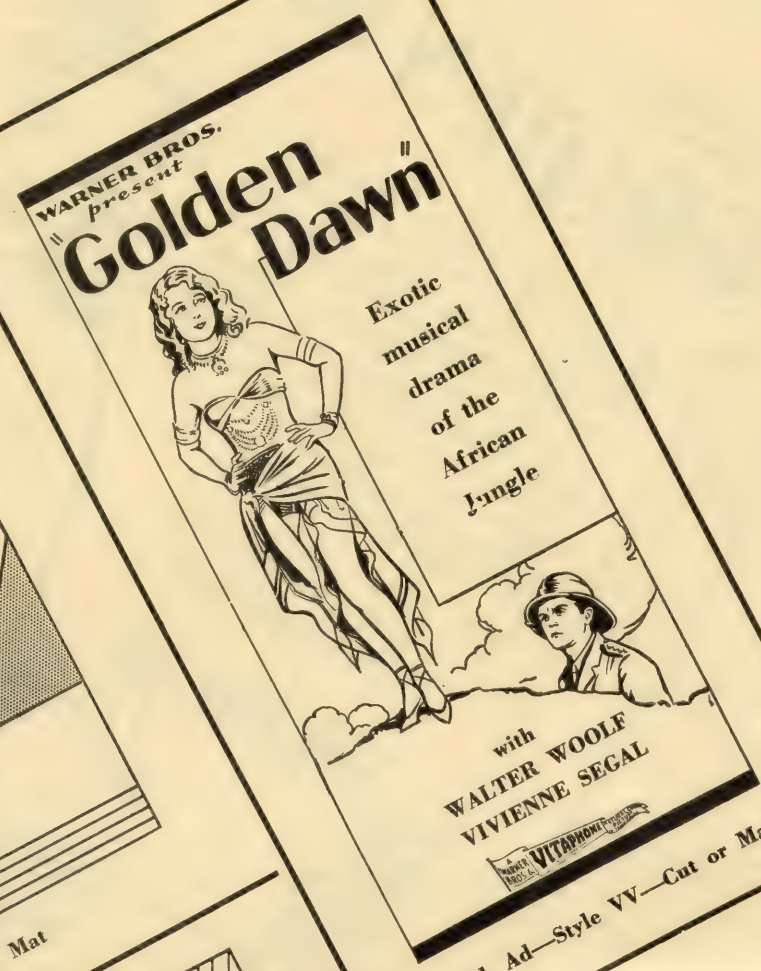
with
WALTER WOOLF
VIVIENNE SEGAL

VITAPHONE

Two Column Ad—Style VR—Cut or Mat


Supreme Triumph of Musical Drama
WARNER BROS. present
"GOLDEN DAWN"
The drama of Jungle perils—the romance of young love and the glorious voices of the world's greatest singing stars.
with
WALTER WOOLF
VIVIENNE SEGAL
Alice Gentle
Noah Beery
Lupino Lane
A WARNER BROS. VITAPHONE PICTURE

Two Column Ad—Style VT—Cut or Mat



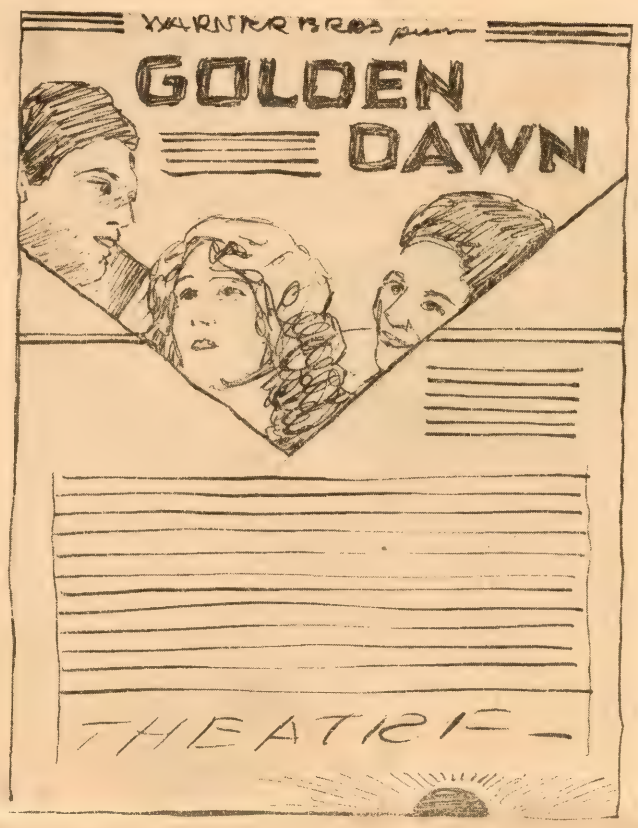
1 Col. Ad—Style VV—Cut or Mat

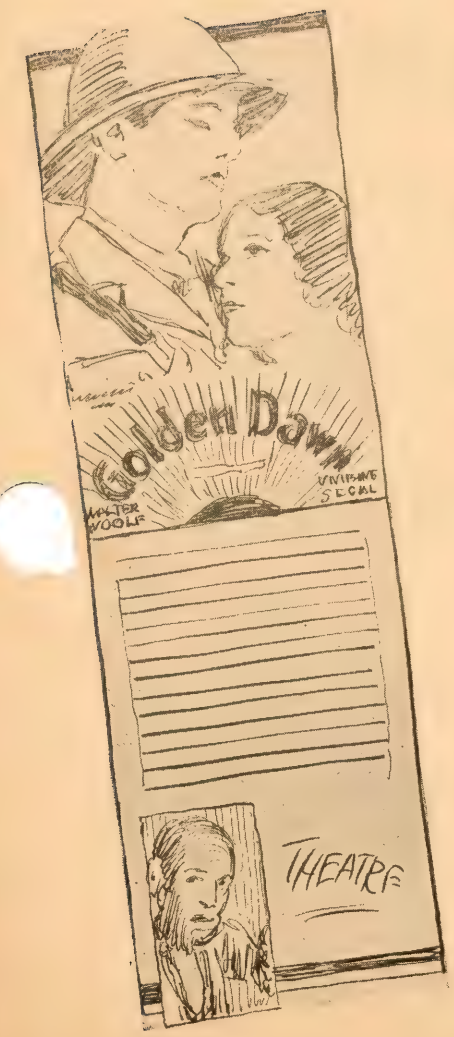
EXOTIC MUSICAL DRAMA OF AFRICAN JUNGLE
The conflict of fierce passions —the romance of young love. Never before has the talking, singing, technicolor screen combined so skilfully all the elements of glorious entertainment.
with
WALTER WOOLF
VIVIENNE SEGAL
A WARNER BROS. VITAPHONE PICTURE
WARNER BROS. present
"Golden Dawn"

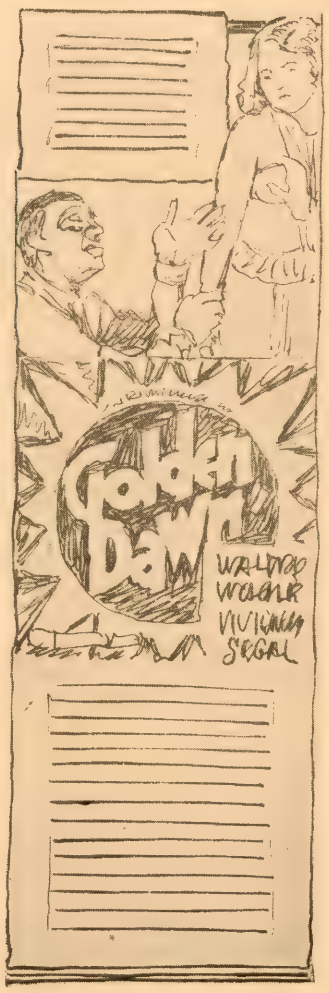
Two Column Ad—Style VU—Cut or Mat

3 MORE GOOD ADS

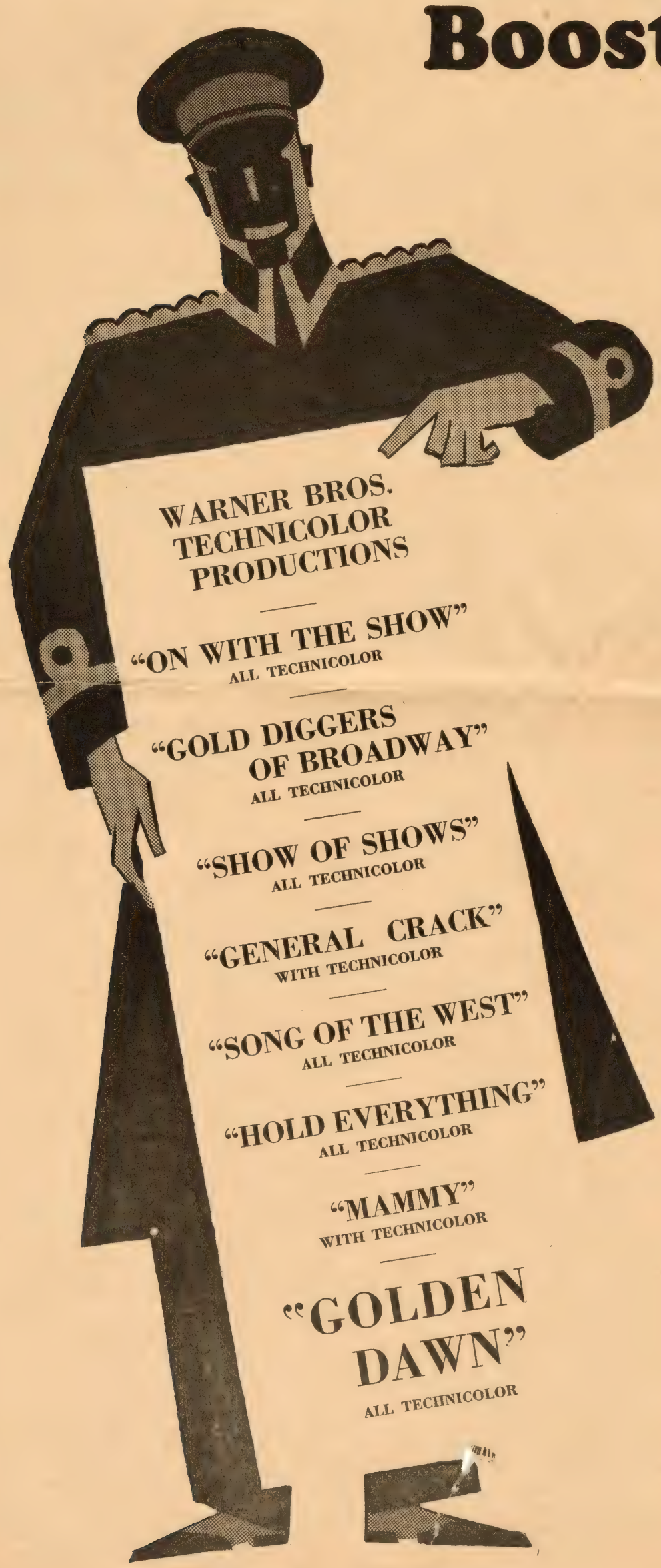
SUGGESTIONS FOR MAKING YOUR OWN ADS







Capitalize on Technicolor's Boosting Warner VitaphOne



A
TREMENDOUS
ADVERTISING
CAMPAIGN
IS WORKING
FOR EVERY
EXHIBITOR
WHO SHOWS
A PICTURE IN
TECHNICOLOR

National Advertising by Bros. Great Technicolor Productions:—

A monster national advertising campaign in The Saturday Evening Post, Photoplay Magazine, Picture Play, Motion Picture Magazine, Motion Picture Classic, Screenland, Screen Book, Screen Secrets and Film Fun is spreading the news of Technicolor to twenty-five million readers.

Warner Bros. Productions are great box-office attractions — plus all the showmanship factors of Technicolor — plus all the tremendous values of national advertising.

CASH IN BIG BY GOING AFTER YOUR ADVERTISING IN A BIG WAY

"GOLDEN DAWN"

IS ALL

TECHNICOLOR

Examples of Free News and Fashion Publicity offered by Warner Bros.

Woman's Page
WARNER BROS.
Vol. 6
Published by WARNER BROS. 321 West 44th Street, N.Y.C.
Jan. 25, 1930
Costume Jewelry Should Be Chosen with Care in Order to Achieve a Striking Effect
Earl Luick, Fashion Expert at Warner Studio, Makes Some Exciting Style Predictions.
"Follow a Sensible and Enjoyable Program of Diet and Exercise" Says Sally O'Neill
Simple Frocks Most Appropriate For Miss Sixteen
STUDIO STARLIGHTS
PUBLISHED BY WARNER BROS. 321 WEST 44th STREET, NEW YORK CITY
FEBRUARY 5, 1930
COLOR REALISM IN VITAPHONE PERFECT
HERE AND THERE IN MOVIELAND
Hi Mr Watson on Effect Trend of Talking Pictures
MINSTRELSY OUT OF THE FAR PAST
Pauline Frederick Known as Hollywood's Most

Woman's Page — Once-a-month
Studio Starlights — Twice-a-month

Editors wishing to use these series may send requests to

Warner Bros. Inc.—Publicity Dept.
321 W. 44th St., New York City

PLEASE CLIP AND SEND IN YOUR ORDERS ON THE FORM BELOW

ADVERTISING ORDER

WARNER BROS.
PICTURES
VITAGRAPH, Inc.
DISTRIBUTORS

READ CAREFULLY

1. Enclose remittance with order, if no remittance shipment will not be made.
2. If postage is not included in remittance shipment will be made express collect.
3. We make no C. O. D. shipments of advertising matter.

Give a Thought to Accessories

Mr. Exhibitor: You can increase your box-office receipts by using more Accessories.

The more you buy - the less the cost!

Here's the SLIDING SCALE of PRICES

(The reductions in prices apply to quantity purchases for Accessories on ONE PICTURE only.)

Please ship the following order by mail / express Enclosed find check / money order Date_____

PRODUCTION	POSTERS				WINDOW CARDS	LOBBY—COLORED		INSERT CARDS	SLIDE	HERALDS	MATS	SCENE CUTS	AD CUTS	NEWS STILLS	SPECIAL ACCESSORIES	AMOUNT
	ONE SHEETS 1 to 50 @ 15c each 51 to 100 @ 13c " Over 100 @ 11c "	THREE SHEETS 1 to 25 @ 40c each Over 25 @ 36c "	SIX SHEETS 1 to 10 @ 75c each 11 to 20 @ 70c " Over 20 @ 65c "	TWENTY-FOUR SHEETS Up to 25 @ $2.00 each Over 25 @ 1.75 "	1 to 50 @ 7c each 51 to 100 @ 6c " Over 100 @ 5½c "	11 x 14 Set 75c	22 x 28 Set 80c	1 to 25 @ 25c each 26 to 50 @ 22c " 51 to 100 @ 20c " Over 100 @ 18c "	15c	1000 to 5000 @ $3.00 per M Over 5000 @ $2.75 per M	Per Col. 5c	Per Col. 15c	Per Col. 20c	8/10 10c each		

Press Sheets and Music Cues Gratis—Mail this order with your check early enough to insure advertising reaching you before play date

Theatre_____

Owner_____ Address_____

Copyright, 1928, by Warner Bros. Productions, Inc. Printed in U. S. A

THESE PRICES FOR U. S. A. ONLY.

Printed by GORDON-BAKER PRINTING CORP.
142 West 24th Street, New York City

"Golden Dawn" Herald

CENTRE SPREAD

FRONT PAGE

The back of herald is left blank for insertion of theatre imprint and play data.

CAUTION

Exhibitors are cautioned against using advertising material distributed by agencies not licensed to handle such accessories, and all such agencies are warned against the practice of distributing advertising accessories on Warner pictures without full authorization. Accessories and other printed matter contained in this press sheet are the only accessories authorized for sale. They are for sale only by exchanges distributing Warner pictures.

Warner Bros. Pictures, Inc.
321 West 44th Street
New York

Unusual Feature For Your Paper

FREE IN MAT FORM

Exclusive Feature for the One Paper You Choose

Tuning in on the Talkies
by Walthill

IN the dialog of "So Long Lettie," the stage play that now becomes a talkie, Patsy Ruth Miller offers this side light on mere man:

"Men are peculiar," Miss Miller admits. "They spend their courting days telling girls how unworthy they are and live their married life in a manner to prove it."

"Gold Diggers of Broadway" must now be content with midget money instead of giant nuggets.

"One Stolen Night" has been returned to a thousand screens and no questions asked.

Patsy Ruth Miller

There are no snobs among telephone girls. They will say "Hello" to anybody.

"Women They Talk About" are sometimes worthy of the effort involved.

It is well for movie patrons to remember that "The Lion and the Mouse" is not an animal picture.

Ladies consider it modest to see with the naked eye and out of style to hear with the naked ear.

With an eye on the Union "jack," Warner Bros. have planned "Show of Shows" to display more stars than the American flag.

The movies are getting better. Not so many will be sent to Sing Sing hereafter.

Some men prefer silent pictures because they can watch a woman rave and still not hear a word she says.

For "Double Feature Day"
"What Happened to Father."
"Mother Knows Best."

Too Many "Say It With Songs"
For the sake of peace in the neighborhood it's too bad 'The Singing Fool" is not in sole keeping of the screen.

IF THIS FREE MAT SERVICE IS NOT CARRIED BY ONE OF YOUR LOCAL PAPERS, have one of your editors fill out this order. This service is now carried by more than 300 papers.

WALTER K. HILL,
Publicity Department,
Warner Bros. Pictures, Inc.,
321 West 44th Street, New York.

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Tucson Citizen
Winslow Mail
Prescott Journal-Miner
Nogales Herald
Jerome Copper News

ARKANSAS
Siloam Springs Herald & Democrat
Pine Bluff Graphic
Fayetteville Democrat
Mena Star
Malvern Record
Searcy Citizen
Camden Times

CALIFORNIA
Martinez Gazette
Corning Observer
Colton Courier
Bakersfield Californian
Inglewood News
San Diego Tribune
Redding Searchlight
Napa Journal
Corona Independent
Wilming[illegible] Journal
San Be[illegible] Telegram
Sa[illegible]na [illegible]gister
Gr[illegible]ley Glob[illegible]
Sa[illegible]ta [illegible]
San Fe[illegible]and[illegible]
Stockton Ind[illegible]endent
Burbank Tribune
Sac[illegible]o Union
Eu[illegible] Standard
San Rafael Independent
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Oceanside B[illegible]-Tribune
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Orland Regi[illegible]
Lodi Sentinel
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COLORADO
Pueblo [illegible]al
Canon [illegible]can
Greeley [illegible]
Florence Para[illegible]

CONNECTICUT
Hartford Times
Norwalk Hour
Waterbury American
Rockville Leader

DELAWARE
Wi[illegible]gton Sta[illegible]

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Ke[illegible] Citizen
Sanford Herald
Bartow Record
Lake Worth Leade[illegible]
Fort Meyers Pre[illegible]
Dayto[illegible]a Beach [illegible]es
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Sebr[illegible] American
Cocoa Tribune
Eustice Lake Region

GEORGIA
Waycross J[illegible]l-Herald
Atlanta Co[illegible]stitution
Athens Ba[illegible]ner He[illegible]ld

IDAHO
Nampa F[illegible]e Press
Coeur D'A[illegible]ne Press
Moscow S[illegible]-Mi[illegible]or
Wallace P[illegible]es
Idaho Falls [illegible]es-R[illegible]er
Blackfoot Bulletin
Pocatello Journal
Burley Herald

ILLINOIS
Taylorville Breeze
Kankakee Republican
Waukeagan Sun
Dixon Telegraph
Belleville News-Democrat
Olney Mail
Effingh[illegible]m Record
Dec[illegible]r [illegible]eview
Sp[illegible]gfield State Journal
Vi[illegible] Grove News
Pa[illegible] Palladium
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INDIANA
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Hartfor[illegible] News
Brazil Times
Noblesville Ledger
Terre Haute Star
South Bend Tribune
Bloomington Telephone
Washington Herald
Tipton Tribune
Marion Chronicle
Anderson Bulletin
Bedford Times
Portland Commercial-Review
Evansville Press
Veedersburg News
Bourbon News-Mirror
Petersburg Democrat
Monon News
Delphi Citizen
Batesville Herald
Mishawaka Enterprise
Goshen Democrat
Union City Times
Alexandria News
Vincennes Commercial
Attica Ledger-Tribune
Lawrenceburg Press
Orleans Progress-Examiner
Nappanee Advance-News
North Vernon Plain Dealer
Whiting News
Mitchell Tribune
Mt. Vernon Democrat
Indianapolis Commercial
Milroy Press

IOWA
Washington Journal
Missouri Valley Times
Des Moines Register
Webster City Freeman-Journal
Burlington Hawk-Eye
Charles City Press
Cedar Rapids Gazette-Republican
Iowa City Iowan
Red Oak Express
Maquoketa Excelsior

KANSAS
Topeka State Journal
Beloit Call
Osage City Free Press
Russell Record
Wichita Eagle
Frankfort Index
Junction City Union
Winfield Courier
Burlington Republican
Wamego Times

KENTUCKY
Covington Post
Henderson Journal
Danville Messenger
Maysville B[illegible]letin
Madisonville Me[illegible]enger
Russell Tim[illegible]
Paris Bo[illegible]

LOUISIANA
New [illegible] Item
Bogalusa Times
Shre[illegible]port Journal
[illegible]n Leader

MAINE
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Bangor Commercial

MARYLAND
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Salem Tribune
Boston Post
Worcester Tele[illegible]ra[illegible]
New Bedford [illegible]
North [illegible]ebo[illegible] Chronicle

MICHIGAN
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Manistee News-Advoca[illegible]
Kalamazoo Gazette
Bay City Times
Mount Clemons Leader
Battle Creek Moon-Journal
Big Rapids Pioneer
Mount Pleasant Times-Pr[illegible]
Detroit News
Hudson G[illegible]

MINNESOTA
Owa[illegible]on[illegible]a Peo[illegible]'s Press
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F[illegible] Independent
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MISSISSIPPI
Laurel [illegible]
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Gree[illegible] Dem[illegible]t Times
Jacks[illegible]ger
Me[illegible]
Brook[illegible] Leader
Yazoo C[illegible] Herald

MISSOURI
Cameron News-Observer
Jefferson City Capital News
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Moberly Monitor-Ind[illegible]
Independence News
Neodesha Democr[illegible]
Warrensburg [illegible] Journ[illegible]
Brookfield Bu[illegible] Gazet[illegible]
Kahoka Free P[illegible]
Hardin News
Webb City Sent[illegible]

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El[illegible] [illegible]es
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NEW HAMPSHIRE
D[illegible] Democrat
C[illegible]remont Eagle

NEW JERSEY
Bayonne News
Hoboken Observer
Camden Courier-Post
Atlantic City Press
Bridgeton News
Jersey City Journal
Newark Call
Passaic Eagle
Orange Courier
Woodbury Times
Vineland Times
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Dover Advance
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NEW MEXICO
Roswell Dispatch
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Garden City News
Great Neck News
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Canasteo Bee-Journal
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Port Jervis Union-Gazette
Queens Village Review
Horseheads Reporter
Bayshore Journal
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NORTH CAROLINA
Tarboro Southerner
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NORTH DAKOTA
Minot News
Jamestown Sun
Valley City Times Record

OHIO
Fostoria Review
Celina Standard
Norwalk Reflector-Herald
Upper Sandusky Union
Wellsville News
Lorain Journal
Akron Times-Press
Tiffin Adverti[illegible]r
Zanesville Ti[illegible]es-Signal
Chillicothe N[illegible]ws-Advertiser
Hamilton [illegible]rnal
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Ci[illegible] Herald
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Pomeroy Tribune
Mt. Vernon Banner
Toledo Bl[illegible]
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Allian[illegible] Review
Def[illegible]ce Crescent-News
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East Palestine Leader-Press
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Iro[illegible]on News
N[illegible] Lexington Sentinel

OKLAHOMA
[illegible]water Press
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Newkirk Reporter
Drumright Der[illegible]
Wewoka Dem[illegible]rat
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Hugo N[illegible]s
Bart[illegible]ville Enterprise
H[illegible]enville News
Frederick Leader
Shattuck News
Norman Transcript
Cushing Citizen
Picher King Jack
El Reno Tribune

OREGON
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PENNSYLVANIA
[illegible] City Blizzard
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Harrisburg Telegraph
Philadelphia Inquirer
Middletown Journal
Bangor News
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Indiana Ga[illegible]tte
Mechanisburg Local News
Mount Carmel News
Pott[illegible] Morning Paper
H[illegible]ngdon News
Ardmore Chronicle
Erie Dispatch-Herald
Phillipsburg Journal
Uniontown News-Standar[illegible]
Tamaqua Courier
Denver Press
Grove City Report[illegible]-Herald
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Sharon Herald
Jersey Shore Herald
Shamokin Herald
Lehighton Leader
Tyrone Herald
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RHODE ISLAND
Providence News
Woonsocket Call

SOUTH CAROLINA
Anderson Independent
Gaffney Ledger
Newberry Observer

SOUTH DAKOTA
Madison Sentinel
Lead Call
Pierre Capitol-Journal

TENNESSEE
Columbia Herald
Johnson City Staff-News
Cleveland Banner
Kingsport Times
Murfreesboro Banner
Greenville Democrat-Sun

TEXAS
Longview News
Itasca Item
Gilmer Mirror
Victoria Advocate
Harlingen Star
Weslaco News
Mart Herald
Yoakum Times
Lubbock Avalanche-Journal
McAllen Press
Borger Herald
Edinburgh Review
Amarillo News-Globe
Commerce Journal
Bay City Tribune
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Eagle Pass Guide
Waco Press
Nacogdoches Sentinel
Houston Press
Tyler Courier-Times
Kaufman Herald
Laredo Times
Bonham Favorite
Rosenberg Reporter

UTAH
Logan Herald
Salt Lake City Tribune

VIRGINIA
Hopewell News
Covington Virginian
Staunton News-Leader
Suffolk News-Herald
Portsmouth Star
Richmond Times
Waynesboro News-Virginian

WASHINGTON
Everett News
Kelso Tribune
Spokane Press
Anacortes Mercury
Olympia Olympian
Walla Walla Union
Bremerton Press

WEST VIRGINIA
Keyser News
Weirton Times
Grafton Sentinel
Huntington Herald Dispatch
Wellsburg Herald
Sistersville Review

WISCONSIN
Berlin Journal
Plymouth Review
Watertown Times
Madison Capital Times
Kenosha News
Manitowoc Times
New Richmond News

WYOMING
Cheyenne Tribune

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Please Mail Me A Copy of Your Paper Carrying This Feature

MY SCRAP BOOK YAWNS FOR IT!

WALTER K. HILL, *Publicity Department*
Warner Bros. Pictures **321 W. 44th Street, New York**

"GOLDEN DAWN"
Posters Put It Over
With a PUNCH!

POSTERS

WARNER BROS. PRESENT
"GOLDEN DAWN"
WITH
WALTER WOOLF
VIVIENNE SEGAL
NOAH BEERY, ALICE GENTILE
LUPINO LANE
DICK HENDERSON
JOHN OTTO MATTIESEN
Music Drama of the Jungle
Based on the musical play by Otto Harbach & Oscar Hammerstein II
Music By Emmerich Kalman & Hubert Stothart
Screen Play by Walter Anthony
DIRECTED BY RAY ENRIGHT
A WARNER BROS. & VITAPHONE TECHNICOLOR PRODUCTION

WARNER BROS. present
"Golden Dawn"
with
WALTER WOOLF, VIVIENNE SEGAL
NOAH BEERY, ALICE GENTILE, LUPINO LANE
Music Drama of the Jungle
DIRECTED BY RAY ENRIGHT
A WARNER BROS. & VITAPHONE TECHNICOLOR PICTURE

Three Sheet—B

Six-Sheet

Music Drama of the Jungle
WARNER BROS. present
"GOLDEN DAWN"
with
WALTER WOOLF, VIVIENNE SEGAL
NOAH BEERY, ALICE GENTILE, LUPINO LANE
DIRECTED BY RAY ENRIGHT
A WARNER BROS. & VITAPHONE TECHNICOLOR PICTURE

Three Sheet—A

WARNER BROS. present
"GOLDEN DAWN"
Music Drama of the Jungle
WALTER WOOLF, VIVIENNE SEGAL
Noah Beery, Alice Gentile, Lupino Lane
A WARNER BROS. & VITAPHONE TECHNICOLOR PICTURE

One Sheet—B

One Sheet—A

Notice illustration of poster cutouts on exploitation pages. Mount heads from twenty-four sheet on marquee—back with fan-shaped rays of golden light like rising sun.

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